

The Desert Sun

Of Palm Springs, California

SERVING AMERICA'S MOST RAPIDLY GROWING DESERT-MOUNTAIN AREA

Tuesday, February 7, 1950

174 N. Palm Canyon Dr.

(Colborn Center)

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NO COMPLAINT

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Thursday, Feb. 2	66	41
Friday, Feb. 3	73	44
Saturday, Feb. 4	69	41
Sunday, Feb. 5	74	48

VOL. XXIII—No. 49

Great Rodeo Inaugurates Polo Grounds

Perfect Weather,
Capacity Crowds,
Thrills, Mark Event

Maiden voyage of the new Palm Springs Polo Grounds rodeo arena Saturday and Sunday went with scarcely a flaw as the near-capacity crowds viewed and enjoyed one of the finest rodeos ever produced in southern California in the new, streamlined stands, under the supervision of the new Palm Springs Rodeo association.

World-champion fighting stock, battling with world-champion cowboys, put on the finest shows ever offered rodeo fans anywhere at any time according to the consensus of observers.

Saturday's opening-day inaugural started with ceremonies from the announcer's booth across from the main stands with brief words from Mayor Charles Farrell, followed by benediction by Father Michael O'Connor and words from Ruth Hardy on behalf of the Park board.

FRANK BOGERT then took over to announce all events. Present in the announcer's booth besides the other dignitaries were Milton Hicks, Barney Hinkle (president pro tem of the Rodeo association), Stewart and Roger Williams (architects of the stands), Leo Fields, Mr. and Mrs. William Powell, President Ben Shearer of the Park board, Ken Kirk and others who were introduced for their part in development of the Polo Grounds.

National coverage of the show was made by four of the five major newsreel companies, these being Fox, Movietone News, Paramount News, MGM's News of the Day, and Pathe (Warner's). In addition there was a National Broadcasting television representative who televised the first day of action. Also present were representatives of the principal Los Angeles newspapers.

STOCK FOR THE SHOW was supplied by Andy Jaureque of Newhall, whose wild horses and Brahmas bulls lived up to advance publicity as being among the meanest animals extant. And the riders, ropers and doggers also proved to be champs by putting on one of the fastest-moving shows seen in some time.

One of the top features in the entire program was the comic far, Slim Pickens, who kept the crowds in a constant state of amusement as he attempted every type of activity shown, from roping to bulldozing. His principal work was that of "baiting" the wild Brahmas bulls a la torador with yellow and pink caps to prevent the vicious bulls from going the riders after they had been unseated.

INCOMPLETE RODEO results are as follows: in the saddle race, See RODEO, Page 6

This Side Of the Sun

Country clubs, plans for golf. The tram, with other things. Looks like life's beginning in the 50s in Palm Springs

Today's Sun ought to warm things up here. . . . Brighten the corner where you are, too. . . . Announcement is made of big things for the Village and surrounding areas. . . . Vincent X. Flaherty, one of Palm Springs' good friends, said in his L. A. Examiner column Friday, "Don't sell Palm Springs short in the future book. . . . So just send those crying towels to the laundry. . . . And hope they don't come back."

THINGS ARE GETTING better, with the accent on the "are. . . . Even the weather man is with us. . . . While the rest of the southland was being sprinkled Saturday and Sunday, the W.M. held off on the rain until the rodeo was over. . . . And then when the crowds had thinned out and the two-day visitors departed, the rain came to help out with this year's wildflower crop. . . . And not a one of our visitors could be saying somewhere else in the southland today: "We went to Palm Springs last weekend and it rained. . . . Instead they are saying: "You should have been with us in Palm Springs. . . . Not a drop of rain. . . . Nice weather."

LOOKS LIKE THERE'LL be light soon. . . . Workmen are stringing wires now for the street lights along P. Canyon drive. . . . They'll be in with the Palm trees and the effect should be spectacular. . . . As well as lighting up the view so that when people with black suits jaywalk you'll be able to see them and step on the brake. . . . Which reminds me, though, that a lot of motorists should have their lights checked. . . . Or else take a lesson in cour-

See THIS SIDE, Page 2

LOIS WRATHALL NAMED 1950 MISS PALM SPRINGS

Jaycee Selects
Queen Candidate
For Date Fiesta

Lois Wrathall, Miss Palm Springs of 1950, was selected by a panel of four judges at the Tennis Club Saturday afternoon as the affair, sponsored by the Junior Chamber of Commerce, was for the purpose of selecting the Village's entry at Indio February 16 in the Queen Scheherazade contest of the Indio Fair and Date Festival.

Runner-up in last year's contest, the local Miss is expected this year to stand a good chance of attaining the county title and reign as queen of the six-day Indio affair.

Chosen over a field of five other young Palm Springs lassies aged 17-20, Miss Wrathall received a host of prizes from local merchants as her reward in addition to an elaborate Arabian costume for her entry in the county-wide contest where she will compete February 16 with 13 other community winners.

Judges were Ted McKinney, Jaycee president; Earl Cordrey, nationally-known artist; Bill Dunkerley, chamber manager; and Roy Randolph, local date instructor.

Contest was under the direction of a committee headed by Don Kennedy.

Merchants Urged to be On the Watch

"This past weekend is a good example of what the smart professional con men and gyp artists will try on a crowded town," said Leo Baker, president of the Retail Merchants association, yesterday.

"The work the crowded areas where it is nearly impossible for law enforcement officers to check up on them," he continued, "and unless they are checked by the businessmen and hotel owners themselves, the hunko men are liable to fleece the townspeople out of a great deal of money," he concluded.

It is Baker's contention that if the merchants check solicitors for their credentials, given by the city, there will be a minimum of losses through out-of-town bilkers during crowded weekends.

Duran Arakelian and Anne Wallace Wed Saturday

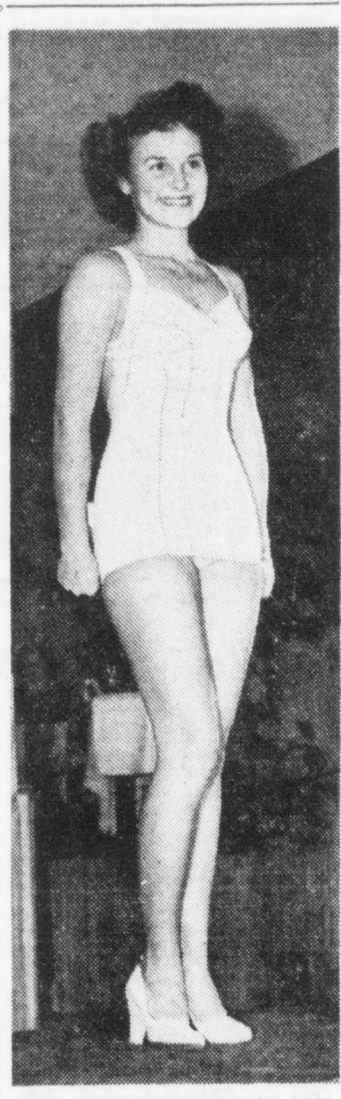
Married at the home of Dee Arakelian Saturday evening at 6 o'clock were Anne Wallace and Duran K. Arakelian, son of the host in a small private ceremony attended by Mr. and Mrs. Richard Pace and members of the immediate family. The bride was formerly employed at Bullock's and the Palm Springs Music company.

Judge Eugene Theriault performed the rites. The newly-married couple expects to move to the Arakelian ranch near Fresno the latter part of this week where they will operate the extensive holdings there.

Palm Tree Lights May Be Ready For Circus Week

Street lighting of the palm trees along Palm Canyon drive is still "quite some time off," it was announced by the city engineer's office last week.

Conduit work will be done on schedule, early in March, it was said. Exact type of lamp for individual trees has as not yet been decided by the park board, but it is hoped they will be ready by Desert Circus week, March 21-26.



MISS PALM SPRINGS OF 1950—Lois Wrathall, winner of this year's title, will represent the Village in the Queen Scheherazade contest of the Indio Fair and Date Festival later this month.

Top Hotel Men Ready to Enter El Mirador Bids

Confidential word has reached The Desert Sun that bids on El Mirador hotel, to be opened some time after March 22, closing date of the bids, include those of two of the top men of the nation, Conrad Hilton, famous owner of the Hilton chain of big hotels, and Warren Pinney, former president of the El Mirador Holding corporation.

Details of the bids have not been released—and won't be until after March 22—but knowledge of the interest of the two men and the fact that the hotel is expected to do much towards inspiring general public interest in the outcome of the deal.

PalM SPRINGS FLUNKS IN PUBLIC SPIRIT TEST

If reaching its Community Chest goal is, as national charities say, a test of community spirit, Palm Springs appears about to flunk the test, Chairman Robert M. Peterson said.

This was becoming apparent yesterday as the city's charity, the Community Chest, still far in the distance. In fact, only half of the total of \$37,500 master goal for this year has been realized and volunteers were sighting difficult days ahead in rounding up the other half.

On the bright side of the ledger, however, is a substantial sum still outstanding on the Advance Gifts list—contributions made last year by persons who have yet to be reached for a 1950 subscription. Chairman Carl Lykken's major gifts workers are still diligently seeking to contact these prospects.

Dunkerley, Hervey Line Up New Publicity Channels

In Los Angeles for a major portion of last week were Manager William Dunkerley and Publicist Jim Hervey of the Chamber of Commerce who spent nearly their entire time there in contacting editors and travel agencies in the promotion of Palm Springs in the Los Angeles and southern California areas.

Two Million Dollar Project Announced for Palm Springs

Indian Land; Hospital Deal; "Progressing" For Village

City Officers Back
From Washington
And Conferences

Back in the Village Sunday were Councilman Florian Boyd and City Attorney Roy Colegate who returned from Washington where they had conferred with officials in the nation's capital on matters of importance to the city concerning a bill on Indian reservation leases and sale of the Torney hospital properties to the hospital district.

Boh men reported satisfactory progress in their work and it is felt by city officials that more favorable legislation may soon ensue as a result of the work done by the two delegates.

All report was given on the trip with its governmental ramifications at a meeting yesterday afternoon in the offices of City Manager Russell Rink attended by Mayor Charles Farrell and other officials.

In the matter of reservation leases it was announced this week by Indian Agent Howard Perdew that Assistant Secretary William E. Warne had affirmed the action of the special allotting agent on the Agua Caliente allotment, and the bureau of land management has been directed to issue trust patents for 46 selectees remaining on schedule two. Additional selections will be issued on schedule three for 11 other selectees very shortly. It was indicated a few remaining Indians who are unallotted will be given an opportunity to make lieu selections of other valuable tribal lands, Perdew said.

Port-au-Prince Key in Village

Manager William Dunkerley of the Chamber of Commerce was this week recipient of a key—to the city of Port-au-Prince, Haiti, on occasion of its centenary. Accompanying the ornate, ly-decorated key was a letter (written completely in French) from the mayor of the city, Charles McGann of the business, commencing February 12, letter was signed personally by Mayor Andre Louis of the capital city.

MORE CLOSELY to the present are the conventions of this spring with one next weekend at which the DAV will have between 400-500 in town; southern California 40-8 convention later on in March at which there are expected "several hundred" by local members; Rotary International convention here in April to draw between 1500-2000 and then the large convention of the California Horsemen's association in October.

Another October convention in Los Angeles also has possibilities, according to Ewing, as the National Electrical Contractors get together for several days of convening to be followed by a side trip of a few more days.

Marking Time On Tram Says Authority Head

"We're just marking time," said Earl Coffman late yesterday afternoon of progress on the tramway. Coffman, chairman of the Mt. San Jacinto Winter Park authority, last week announced that everyone connected with the gigantic development was eagerly awaiting word from the New York engineering firm, Coverdale and Colpitts, for recommendations to RFC for governmental subsidization of the project.

Expected by sometime this week, the recommendations will be instrumental in decision of the government as to whether or not RFC funds will be used.

Two Other Bright Spots appear in the Community Chest picture—the City employees di-

First Call Issued By Melba Bennett For Insanities

Melba Bennett, who has so successfully handled the Village Insanities, feature of the annual Desert Circus, issued the first call for rehearsals for the 14th Circus Insanities yesterday.

Conventions Big Business For Village

Jaycee Delegation
Seeks State Meet;
Others Lined Up

In an earnest effort to obtain conventions for the Village as stimulus for added business, members of the Junior Chamber of Commerce go north to Bakersfield this week in an attempt to obtain the statewide convention for Palm Springs in May, 1951.

Assisted by the senior chamber, the youthful group, headed by President Ted McKinney and Conventions Chairman Bob Benish, plan an exhaustive program which will include novelities, book matches, colored slides, an official invitation from Mayor Charles Farrell and other "gimmicks" to the statewide group for "Fun In the Sun '51."

Those who will accompany the above-named officers for the convention Thursday through Sunday are Ed Zirinsky, publicist; Regional Vice President Dr. Robert Backstrom; Don Kennedy; George and Warren Strebe; Cy McLaughlin, Sal Alessandro, Ed Hawkins and John Miller with probably a few more last-minute reservations.

According to Frank Ewing, convention chairman of the senior chamber, the obtaining of the statewide Jaycee convention in May of '51 will insure a large crowd of people in the Village in the late spring of next year inasmuch as it is possible the western division of the American Urological association will decide on that period for a meet which will bring between 2500-3000 persons for a few days to the Village. This as the result of last weekend's meeting of executives with Dr. James E. Potter in the Village.

THE GONZALES-KRAMER match presents contrasting styles of the type that blend into fierce competition. Gonzales turned pro under

Mayor's Committee To Meet Today

Members of the Mayor's Coordinating council are reminded that today is the date for the third meeting of the group to be held at the Racquet Club. Meeting time is set for 12 noon sharp.

LIGHT RAINFALL

Rainfall, which started following the departure of the holiday crowds Sunday, was .15 of an inch as of yesterday afternoon.

Mabel Potter First Entry In Circus Queen Contest

First entry for queen of the Desert Circus contest, to take place in the next week with final date of filing set for February 15, was announced this week by Mrs. Claude Valeur, chairman of the contest, as Miss Mabel Potter, 18, U.S.C. student and daughter of Dr. and Mrs. James E. Potter.

It is expected that there will be 15-20 entrants for the title with the one chosen to be crowned March 21 at the Circus Charity ball. In addition here will be four attendants chosen as ladies-in-waiting. All will be

All That's Holding Up New 18-Hole Golf Course is the Site, Says Mayor Farrell

"About all that is holding up the proposed 18-hole golf course is the site," said Mayor Charles Farrell yesterday. Subject, brought out into the open by Columnist Vincent X. Flaherty in the Sunday Examiner, discussed the purported impending deal for a regular club on the desert to be headed by Ben Hogan, renowned golfer who visited the Village shortly after the recent Pebble Beach tournament.

The mayor said he had heard of no definite commitments inasmuch as there was still a lack of agreement as to the actual site—one faction is pulling for the north end of town and the other for a spot in the southern section.

It has been announced to The Desert Sun, however, by one civic-minded gentleman that he is willing to donate nearly a full section to the city or to a group of civic-minded leaders who would operate the club as a non-profit organization for the good of the city.

An announcement will be made shortly of an invitation meeting to be held concerning this.

JAMMED VILLAGE GIVES POLICE BUSIEST WEEKEND

One of the roughest weekends ever put in by the local police department was recorded last week as the Palm Springs Rodeo filled the town for two days of fun and frolic.

Besides the abnormal overload of traffic control the officers were forced to cope with a veritable wave of petty thefts, shoplifting, drunks and two injury accidents. Fast work on the part of several retail stores and the police department resulted in the arrest of a woman on charges of shoplifting.

FIRST REPORTED from Knobby Knit Shop was the loss of a suede jacket valued at \$55, said to have occurred some time during the progress of the parade prior to opening of festivities at the rodeo grounds.

A call with description of the

WORLD'S TENNIS TITLE AT STAKE HERE SUNDAY

Pancho Gonzales, national amateur champion and Jack Kramer, world professional king, meet at the Palm Springs Tennis Club at 2 p. m. next Sunday in a match which will go a long way toward deciding individual supremacy in the racket world.

Promoter Bobby Riggs, himself two-time National champion and current American professional titleholder, will offer another match as a co-feature. This one pits Frank Parker, the flawless former U. S. champion, against dynamic Francisco Pancho Segura, the two-handed forehand expert from South America.

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Country Club Construction Starts in June

Forty-Acre Tract
On Highway 111
Is Site Selected

Announcement was made yesterday of a new \$2,000,000 project for Palm Springs—the magnificent Palm Valley Country Club to be built on a 40-acre tract on Highway 111, adjoining Smoke Tree ranch to the east. Construction will begin in June, J. Ward Cohen, its founder and president said.

Scheduled opening of the club is set for December 20, this year.

PROPERTY TRANSACTION for Palm Valley club was handled by Charles Mathews of the Harold Hicks office in Palm Springs. Previous owners of the property were J. G. Mynholland and sons, John and James. Attorneys for the club are Lawrence E. Irell, Arthur Manella and their associate Louis M. Brown. Executive offices of the Club are located at 3259 Wilshire boulevard, Los Angeles. In the near future, branch offices will be maintained in Pasadena, Beverly Hills and Palm Springs.

J. Ward Cohen also founded and built the \$1,500,000 13-story Commercial building which now houses the Los Angeles Press Club. He also founded and built the Santa Monica Gables club which subsequently burned.

IN ORDER TO INSURE that the Palm Valley Club would be a masterpiece in architecture, Cohen engaged the noted architects Earl Heitschmidt and Charles O. Matcham. Every known feature, innovation and modern equipment will be put into Palm Valley club including an official-sized Olympic swimming pool with its own sand beach, championship tennis courts, bicycling, horseback riding, pitch and putt course, and many other types of diversion. For the children there will be a special playground, swimming pool and "Bambi Room" where the children will have their own private snack and milk bar.

AMONG THE SEVERAL cocktail lounges there will be the "Sky Roof," located on the second floor where a sweeping view of all the surrounding desert and mountains may be enjoyed.

See COUNTRY CLUB, Page 6

The PUBLISHER'S Corner

NEWLY ELECTED PRESIDENT of the Oceanside chamber of commerce, Oliver Morris, is desert-minded as well as beach-minded. He is frequently seen in Palm Springs and Palm Desert during the winter season and is one of the principal backers of the Ocean-to-Desert highway which connects the desert area with the beach at Oceanside. This highway which branches off the Palms-to-Pines highway and drops down through Anza will be completed this spring, I understand. It shortens the drive to Oceanside by some 20 miles. Oliver Morris believes that the desert and beach areas connected by this highway can work hand-in-hand for the benefit of both because of their reasonable attractions. I think he has a good idea—and that's not just because I like his given name. Owner of the Miramar cafe at Oceanside and a ranch at San Luis Rey, Oliver likes to come over and enjoy the desert frequently and thinks many others around Oceanside and the beach towns will want to do likewise, especially when the new cut-off road is all finished. The road is not bad right now, by the way—try it the next time you're going down Oceanside way. And my congratulations to the new Prexy of the Oceanside C. of C. It's nice to have a friend of the desert down that way.

IT WAS A NICE GESTURE of someone to start a Melba Bennett-for-Congress movement; nice because so many people around Palm Springs think so much of Melba Bennett. But the fact is that we need Mrs. Bennett most in Palm Springs and John Phillips most in Washington—right now, anyway. She would likely be the first to agree to the latter, and I am quite sure that petitions circulated in her behalf were without her knowledge. Mrs. Bennett has just recently been trying to stimulate interest among local Republicans in precinct activity and the well-meant gesture was not very well timed for that reason. Now if someone would just start a Jaynes-for-Congress movement Melba and I could fight it out and John Phillips would be sure to be re-elected!

LARGEST DEVELOPMENT of its kind ever planned for Palm Springs is the proposed private club with complete

(Please Turn to Page Six)

U. S. Hospital Official Meets Local Board

In the Village yesterday to confer with Kenneth Kirk, president of the Desert Hospital District, and other board members was Dr. T. H. Rose, senior surgeon from the Regional Property Disposal Officers' headquarters in San Francisco.

Representing the Federal Security agency's public health service, Dr. Rose met at an afternoon session yesterday with members of the hospital association so that both boards would be aware of the recommendations of the official.

Invited to attend the conference were, besides Kirk, Florian Boyd, Frank Bennett, Earl Coffman, John Connors, Roy Colgate, Ernest Aleschuler and Arthur Bailey.

It was announced by Kirk that the hospital plans are progressing satisfactorily by the two architectural firms, Clark and Frey and Williams, Williams & Williams.

Florian Boyd and Roy Colgate reported on satisfactory cooperation with the district and association by Washington officials on their recent trip to the capital.

Nab Four More Wet Mexicans

Sighted Thursday afternoon crossing the desert near the vicinity of the Racquet Club were four men who were reported to the police department.

Quick answer to the call by Police Officer Bob Young disclosed that the four were Mexican citizens illegally entered into the U. S. A. call to the station for a jeep by Officer Young finally procured the services of Fireman Chet Goff in the fire department jeep and they brought the four "wets" to the station to await pickup by the Indio Border patrol.

Photography Class is Begun

New evening class in photography began last Thursday evening in Room 7 at the Frances Stevens school. It is to be a complete course in photography under the leadership of C. Willis, who has had wide experience in this field. All amateur photographers are invited to attend this class, which meets from 7:00 until 10:00 p.m. It is part of the Adult Evening School program of the Palm Springs Unified School district.

To Los Angeles

To Los Angeles on business bent Thursday and Friday went Mr. and Mrs. Ballard (Jack) Jenkins, he the owner of the Lincoln-Mercury agency in Palm Springs and the Jenkins Motor Co. of Indio.

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SHEIK—Arabian horses and costumed riders, as shown above, will be featured in huge street parade, set for Wednesday morning, Feb. 22, and at six-day horse show in connection with 1950 Riverside County Fair & National Date Festival being staged at Indio Fairgrounds, Feb. 17-22, inclusive. Other entertainment highlights include sensational camel races, colorful exhibits of dates and desert citrus, and exotic Arabian Nights Pageant staged nightly, free to visitors from \$25,000 outdoor Arabian stage, with cast of more than 100 trained singers, actors and dancers.

"GASLIGHT GAITIES" IS AGAIN A SMASH HIT

The villain was hissed. Little Nell was saved and virtue again was its own reward as Palm Springs Business Women's club staged a smash hit at World Wars Memorial hall Saturday night with their 1950 version of "Gaslight Gaities." Even the papers were recovered amidst an enthusiastic chorus of boos, hisses and cheers as the audience entered into the spirit of things.

To say it was a decided success is an understatement. It was more than that and a packed, jammed house had an evening of fun, sandwiches, laughs, music, beer, pretzels and a general whooping big time.

LOUISE PURNEL was Hilton Hayes, the deep-eyed villain who was thwarted in the end and on both sides, too. Laurel Martin effectively portrayed Little Nell and Ruby Chapin was Jack Logan, the bashful and handsome hero. Grace Weatherford took the part of Granny Perkins with great success. Elizabeth Trezevant was Lolly Wilkins, a typical old maid. Georgia Lish was the gorgeous Vera Carlton of the Big City and Vers Langston was Mr. Carlton, owner of the mill.

And if the play wasn't enough,

From Page One—MORE ABOUT THIS SIDE OF THE SUN

tesy and dim them when coursing the main thoroughfare. . . Some of the lights are so bad you can't see a thing. . . Not even a diet of carrots could help you.

ACCORDING to Lee Luecke, local realtor associated with the H. H. Foster office, people in Phoenix are saying that Palm Springs is so crowded people are pitching tents. . . You've heard about people living in telephone booths? Well, it's legal, a telephone booth is a building. . . The state appellate court so ruled in a local burglary case. . . The state law defines burglary as something put over within four walls and when a man was arrested here for burglarizing a phone booth and was convicted, his lawyer appealed the case. . . Said a phone booth was not a building, not even a room, it didn't have four walls so his client could not have committed a burglary. . . The appellate court ruled, however, that a phone booth does have four walls and the conviction was upheld.

HAD MUCH FUN last weekend. . . If you missed the Gaslight Gaities make a note right now not to miss the next one. . . World Memorial Hall was jammed with people having a good time at the Business Women's great show. . . It was remarkably well done, the olio acts were

Get on the bandwagon. . . Big times ahead for Palm Springs.

Mrs. Gerber to Show Paintings

Gussie Fleishman Group announced that Mrs. Sidney Gerber, who has recently returned from Israel, will show her outstanding collection of Palestinian paintings at her home, 678 Granvia Valmonts, next Wednesday, February 8, at 1 p.m.

Mrs. Gerber will also speak about her visit to Israel with emphasis on the tristic development of the State in the recent years.

Members and guests are urged to attend for an interesting and informative afternoon this meeting of the Gussie Fleishman Group.

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PALM SPRINGS, CALIFORNIA

PHONE 2249

January Building Slightly Off From Total Last Year

Building permits for the first month of the new year approximated the total for the corresponding month in 1949, it was announced at the city building office last week.

For January, 1950, the total was \$118,125 and for January, 1949, the total was \$121,670.

Last month five new homes, valued at \$49,600 were begun and alterations and additions to homes totalled \$32,525.

Largest permit of the month was to the City of Palm Springs for construction of an administration and office building at the Polo Grounds at a cost of \$36,000.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition, \$28,500; William Morris, Smoke Tree, J. H. Loberger, addition, \$26,000; Palo Verde Lodge, 1080 North Palm Canyon, remodel, \$12,000; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$315,600; Joe Sanceria, 1375 Camino Primrose, dwelling, \$12,500.

Poker and Golf Club Here Today

Members of the swank Poker and Golf club of Los Angeles are due to arrive in town shortly before noon today via United Mainliner for lunch at the home of Nate Milnor.

Milnor is personally hosting the party which will be attended by 52 top-flight business executives from the area. Flight was arranged by Margaret Erwin, United Airlines executive.

Council Election Campaign Starts Officially Friday

First in the series of dates regulating municipal election procedure falls on Friday when nominations open for the city election to be held April 11.

Candidates for the seats at stake in this year's election—districts 2, 4 and 6, may file any time between February 10 and March 2. Nominations close at noon on March 2.

Next important day in the election calendar is February 16, a week from Thursday, the last day to register for the city election. Any who have moved since the last election or who have not registered before in the Village, must register by that day.

March 11 is the final day to name election officials and designate polling places.

Absentee voters may apply to the city clerk for ballots between March 22 and April 6, inclusive. Absentee ballots must be in one hour before the polls close on April 11.

Official canvass of the votes is to be made on April 18.

Interesting Double Bill For Chapter

Palm Springs chapter of United World Federalists was treated to a double bill of interesting facts at their February 2 meeting. Fred Eldredge of the Riverside chapter was present to make a report on the first annual statewide convention of the international organization in San Francisco January 20-21.

After a brief outline of the activities of numerous chapters in fund raising, amounting to many thousands of dollars, Mr. Eldredge gave a resume of the convention personnel and speeches.

Warner Moon then gave an interesting review of Eric Frohm's book, "Flight from Freedom"; and tied its conclusions in with some psychological ones of his own.

A discussion of the contents and significance of the speeches, followed during refreshments.

District Session Of DAV to Meet Here on Sunday

Meeting of the Eighth District, Disabled American Veterans, will be held in Palm Springs next Sunday afternoon, Ray Hiller, adjutant of the local post, said yesterday.

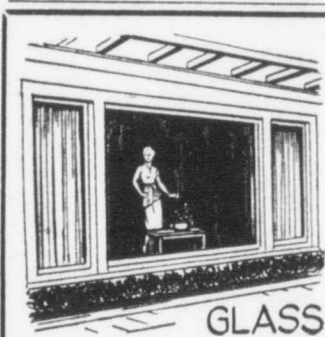
Scores of delegates from DAV chapters in the district will con-

Thursday Night Club in Election

The Palm Springs Men's Thursday Night club this week announced new officers for 1950 elected at a recent meeting. Those selected were Henry Goldenberg, president; Clarence Winston, first vice president; Abe Schwartz, second vice president; Emil Laufer, secretary; and Irvin Matloff, treasurer.

LOVELIER HOMES:

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Kaufman, Mitchell & Thomas

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vene at World Wars Memorial Hall at noon for the luncheon which will precede the meeting. They will be welcomed by Dr. James E. Potter, local post commander.

Among the guests will be the district commander, Harry Glab of Riverside and the state senior vice commander, H. A. Melville.

EMERGENCY LOANS

\$100 TO \$1500

If you need money for any worthwhile purpose phone or visit Loan & Finance Co. Inc.

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presents
FOUR NEW SERIES OF CARS ...

The Series Sixty Special Sedan

..All Dramatically Restyled...and Powered by Cadillac's Sensational New Engine!

TODAY, we are presenting, for your consideration, the finest, most beautiful motor cars we have ever been privileged to announce.

They are the new Cadillacs for 1950—and we want you to come and see them.

We not only want you to see them—but we think you should see them. For to see and inspect these wonderful creations will make you a sharper judge of all cars—and increase your motor-car wisdom in every respect.

There are four entirely new series of cars—all with wholly new bodies, and all completely restyled. We think you'll agree that nothing so sleek and dynamic and beautiful has ever been

seen on the world's streets and highways. They are arrestingly and breath-takingly gorgeous—and all are *distinctively* Cadillac.

And not only are they advanced in beauty—but their *performance* is finer in every way.

Cadillac's great new high-compression engine is even smoother; it is actually quicker in acceleration; and it runs so quietly that only the indicators reveal when it is in action. It is simply wonderful to drive.

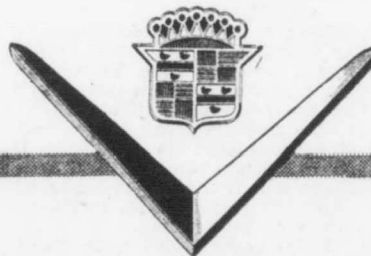
And—difficult as this will be for owners of 1949 Cadillacs to believe—the 1950 cars are *even more economical to operate*. Gasoline mileage really approaches that of the smaller, lowest-

priced cars. It is no less than amazing that cars so big and luxurious should run so far on a gallon of gasoline.

Comfort and handling ease are also remarkably advanced. There is far finer road balance and over-all steadiness at all driving speeds. Steering is softer and more positive. Brakes are more efficient and longer-lived. The over-all satisfaction of driving—from every standpoint—is simply "out of this world."

Truly, here are cars so fine and beautiful that they deserve your personal consideration.

Make your plans now to come in and see them. You will be cordially welcome at any time.



PLAZA MOTORS

182 E. Arenas Road, Palm Springs, California. Phone 5122

INDIANS LOSE BID FOR RCL BASKETBALL TITLE

Palm Springs high's Indians slipped back into a three-way tie for second place in Riverside County League basketball circles when their bid for championship honors fell short Friday night. Beaumont tripped the Indians 31-24 in a tight defensive game which provided few spectacular plays for the capacity crowd which saw the game at the new high school gymnasium here. The victory practically clinched the third straight RCL basketball title for Beaumont. The two teams had been tied for the leadership at the start of the game.

THE GAME was a defensive

one throughout and the battle for points between leading RCL players failed to materialize. Beaumont was ahead 15-7 at half time and the Indians made their strongest bid for the title in the early part of the fourth period when they drew up to within one point of the defending champions, 23 to 24. But Beaumont pulled away in the few remaining minutes to go on to win, 31-24.

EDDIE WEISS was high man for the game with 11 points, the only player to get beyond the single digit stage. Charley Black, another loop leader, was able to get two.

Palm Springs lost to Beaumont 31-25 in the opener, 39-25.

The line-ups:
VARSITY
Beaumont 31 Palm Springs 24
(9) Womack F Summers (0)
(5) Hanes F C. Black (2)
(0) Jenkins C Weiss (11)
(3) Poole G Hines (4)
(4) Baile G J. Black (5)
Scoring subs: Beaumont—Espinoza (10), Palm Springs—Clark (2). Halftime score—Beaumont 15, Palm Springs 7.

LIGHTWEIGHTS
Beaumont 39 Palm Springs 25
(8) Beck F Lucas (10)
(1) Sturtavart F Reyes (4)
(7) Falcon C Sanders (5)
(7) Stonecipher G Prieto (1)
(5) Stafford G Spencer (2)
Scoring subs: Beaumont—Robinette (2) Palm Springs—Strange (1), Mendoza (2). Halftime score—Beaumont 20, Palm Springs 14.

RIVERSIDE COUNTY LEAGUE
P W L Pct
Beaumont 5 4 1 .800
Palm Springs 5 3 2 .600
San Jacinto 5 3 2 .600
Coachella 5 3 2 .600
Perris 5 2 3 .400
Hemet 5 2 3 .400
Elsinore 5 2 3 .400
Banning 5 1 4 .200
RESULTS LAST WEEK
Beaumont 31, Palm Springs 24
Coachella 48, Banning 21
San Jacinto 42, Perris 39
Elsinore 34, Hemet 33.

Indians Defeat Blythe, 47-45

Knocked out of the race for the Riverside County League basketball championship Friday night when they bowed to Beaumont, Palm Springs High Indians came back Saturday night and downed Blythe high varsity 47-45 in a tight game which saw the lead alternate several times. Blythe was ahead 15-9 at half time and held a 39-35 lead going into the final period. But the Indians came back. Eddie Weiss looped in 12 points in the final few moments to win for the local squad. He scored 17 points and Guard Johnny Black also hit 17. Charley Black did not start and scored but one point when he did get in.

Sportsmen Hear Report on Drive For Conservation

Palm Springs Sportsmen, Inc. held its regular monthly meeting last week with President Carl Keene reporting on recent conservation developments in Riverside county as well as on one statewide project which is being watched by the local club as a test case, this one being the test stream for trout plantings at Rush creek, 60 miles north of Bishop, established for data on scientific planting and statistical catching in 1947. A large group of members present viewed films and engaged in regular business functions of the club and all were enthusiastic in their support of the southern council of the state group which is working for conservation legislation for the benefit of projects in Riverside county.

Tenpin Topics

By LEONA ROTH

HERE SUNDAY—Jack Kramer, who will meet Pancho Gonzales here Sunday in a match which will go far toward deciding the world's pro singles championship.

From Page One—MORE ABOUT

TENNIS

play has added a new spirit to the play-for-loot game. The public goes for this dashing, swarthy lad with the flashing teeth and the what-the-devil manner. Just as he took up the slack when Kramer departed from amateur tennis, so has Gonzales filled a gap in the professional field.

The Parker-Segura meeting provides an eye-fill too. Parker is the strategist of the court, the man with the finest backhand in tennis, the man who was ranked among the first ten for 16 straight years. Against him is fiery Francisco, who wields a two-handed forehand and whose bandy legs carry him around the court at high speed.

Someone Missed Getting Ticket

Marian Grannis, in charge of this year's special automobile award of Desert Circus, a 1950 Cadillac, announced yesterday that someone with ticket number 300 ran off with the wrong stub and unless this is exchanged no credit may be made toward the final award. Mrs. Grannis may be contacted daily in front of the Palm Springs Drug and Import company with the car in attendance.

Village Visitor

Dr. Virgil Larson of Eugene, Ore., was a Village visitor last week, returning to his home Saturday.

LUNCHEON, COURT, BACK ON CIRCUS PROGRAM

Once nearly dropped from the Desert Circus schedule because of conflict with two other events, the traditional opening luncheon and Kangaroo Court at the Desert Inn was firmly established on the Circus events calendar yesterday for Thursday, March 23, it was announced today by General Chairman Kenneth Kirk. The luncheon will be staged on the terrace at the Desert Inn with noted stage, screen and radio stars on the entertainment roll, under initial plans made today by George Roberson and

Barney Hinkle, chairman of the luncheon and Kangaroo Court parts of the events respectively.

IN PAST YEARS the Desert Inn luncheon has been held on Wednesday, the opening day of the Circus schedule. This year the Circus found the principal baseball game of the season set for that afternoon. Too, the Circus Charity Ball, set for the preceding night at the Inn, made it possible for the Inn to hold two major events so close together. The move to Thursday has solved the dilemma and retained the popular luncheon fete which had become a traditional highlight of Circus week.

The Western Barbecue and Fashion Show, originally set for Thursday afternoon at the Tennis Club, will be moved to Friday noon at the same location. This plan also has met with general approval of the Circus planners as this fills up the gap on Friday which has only the annual Kiddies Pet Show slated for the afternoon. Trav Rogers is chairman of this Barbecue and Fashion Show and has made elaborate plans for an event eclipsing all predecessors in color, attendance and entertainment talent.

MEANWHILE, Chairman Kirk will hold important meetings this week with events chairman to establish the admission prices for the 10 events of Circus Week. Efforts are being made by all chairmen to shave previous prices wherever possible and still realize some surplus to be distributed to worthwhile community projects. A survey recently showed that the Circus has provided \$35,000 to local charities and civic causes in four years.

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TALKING OVER THE SHOW—John Ireland, Bert Kopperl and Joanne Dru talk over the art show to be held February 10 at the Racquet Club when photographer Kopperl and Ward Thompson will exhibit their collection of canvas-graphs. The new technique combines both photography and painting and was perfected by the two wheel chair vets who were stricken by polio during the war service. In the show are canvas-graph portraits of prominent local socialites as well as Hollywood celebrities. It is the first showing of the new technique.

Police Planning "Terrific Show"

"From early indications we're going to have a terrific show," said Sergeant Bill Lux, president of the Police Officers' association, yesterday, in reference to the Policemen's ball set for February 25 at the high school gym. The famous Les Brown orchestra is set to provide the musical talent for the top entertainers of the country which includes Bob Hope, Frank Sinatra, Al Jolson, Jack Benny and Eddie Cantor. Many other acts will also be on hand for the evening of gaiety, the sergeant announces. This will mark the first of what is planned for an annual affair of this type sponsored by the local policemen.

Mrs. Whitehorn Speaks at Beach

Mrs. James Whitehorn left yesterday for Long Beach where she will address a combined beach area chapters of Daughters of America can Revolution at the Lafayette hotel this afternoon. Her subject will be: "The Role of World Government."

Rodeo Programs Aid Scout Funds

Members of Troop 39, Boy Scouts of America, during the past weekend amplified the troop treasury in sale of the special rodeo programs at the rodeo. Of the 13 boys participating, the Porcupine patrol was tops in sales with Rex Knapp winning individual honors. Each was given a pocket flashlight by Publisher Oliver Jaynes and one half the returns from program sales went to the troop building fund. Boys were assisted by Circulation Manager Francis A. Dwyer of The Desert Sun. Those participating were Claud



The store that Bullock's is next to

The Desert Sun—3
PALM SPRINGS, CALIFORNIA
Tuesday, February 7, 1950

Olman Returns

Back Sunday from a two-weeks trip to the principal resorts and points of interest in the Hawaiian group of islands was George Olman who made an official trip on behalf of the Olman Travel Service at the invitation of United Air Lines.

Covering the islands of Oahu, Maui, Hawaii and Kauai, Olman conferred with travel representatives in the various towns visited as well as with public officials to compare resort advertising and promotion with that employed in Palm Springs.

WASHABLE RUGS

Chenille Spreads a Specialty

THE NEW SELF SERVICE AUTOMATIC LAUNDRY

Rear of 440 SOUTH INDIAN AVE.
"Just behind P.S. Cleaners"
PHONE 7984



From where I sit... by Joe Marsh

"Left-Handed Compliment"

See where a bank in Denver is putting in left-handed checkbooks. They figure their southpaw depositors deserve just as much consideration as the right handers.

Time was when it was believed that left-handed people had no right to exist at all. If a youngster showed signs of using his left hand, his parents were supposed to break him of the habit—to force him to use his right.

But today most doctors will tell you that changing a child's natural left-handed tendency usually causes more harm than good.

Stammering and other nervous disorders often get their start that way with children.

From where I sit, if a man wants to use his left hand—that's his business. It's not such a good idea to make anyone do things our way, just because we think it's right. Personally, I think a mellow glass of beer is the finest beverage on earth. If you happen to prefer a Coke—why, go to it! Only leave me the same freedom of choice, won't you?

Joe Marsh

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Make It A Date!

LEGION GOLD RUSH

GAMES FOOD ENTERTAINMENT

TOMORROW NITE

WEDNESDAY, FEB. 8 — 8 P. M.

Ladies and Gents Invited.

Admission \$1.00

JOIN THE GOLD RUSH AT THE

American Legion Club

PALM SPRINGS

VILLAGE MARKET

You owe it to yourself to visit our new Produce Department. The finest vegetables and fruits that money can buy at prices you can afford to pay!

Farm-Fresh FRUITS & VEGETABLES

SOLID CRISP ARIZONA Lettuce . . . 2 lg. heads 25c
U. S. IDAHO RUSSET POTATOES . . . 10 lbs. 49c

BEST FOR ANY USE—NORTHERN PIPPIN APPLES . . . 4 lbs. 19c

WE WILL TAKE ORDERS FOR DECORATED FRUIT BASKETS! Assorted Extra Fancy Fruit . \$2.50 to \$7.50
Now on Display!

ALL KINDS OF FISH and MEAT

FILLET OF BEEF . lb. \$1.49
These are fillets from top quality beef! Put away a supply in your deep freeze, use them as steaks or barbecue or roast.

Sirloin Steaks . . . lb. 79c
BIRDSEYE—IN 1 LB. PACKAGES Ocean Perch Fillets . lb. 39c
1st QUALITY QUARTERS Challenge Butter . . lb. 70c
Fresh Ranch Eggs . .

LARGE—Grade A . . . 49c
MEDIUM—Grade A . . . 45c
SMALL—Grade A . . . 39c

COTTAGE American Sardines . 2 for 19c

NOW OPEN SUNDAYS 9 A. M. TO 6 P. M.
WEEK DAYS 8:30 A. M. TO 6:30 P. M.
Delivery Service Charge 25c.

DEL HAVEN—Large 2 1/2 Tin Bartlett Pears . . 4 for \$1.00
STOKELEY'S FINEST—1 Lb. Tins Apple Sauce . . . 2 for 29c
HUNT'S—12 fl. Oz. Cucumber Chips . . . 19c
QUAKER STATE—PCS. AND STEMS—2 Oz. Cans Mushrooms . . . 2 for 27c
GERBERS, CLAPPS, HEINZ Strained Baby Food 3 for 25c
12 for . . . 98c
TIDE or DREFT . . . 25c plus tax
CRIBARI Champagne or Sparkling Burgundy . . . 4-5 qt. \$1.99 plus tax

VILLAGE MARKET

41 SO. PALM CANYON PHONE 7899

Don't Sell Palm Springs Short!

"Don't sell Palm Springs short in the future book!" Vincent X. Flaherty, writing in the Los Angeles Examiner last Friday sounded that advice in a column devoted to the possibilities of Palm Springs as the southland's greatest recreation center.

"Palm Springs has everything except an ocean," said Flaherty. "But we won't go into that. It involves an engineering feat that is over my head."

Flaherty was commenting on Ben Hogan's plan to build an 18-hole championship golf course here.

Flaherty said, in part: "Palm Springs has been needing a first class country club for some time. It has a small course now at the foot of Mt. San Jacinto. But it is not a tournament course. Palm Springs has been missing quite a bet for some time by overlooking the nationwide publicity it can reap from a big annual tournament... and with Hogan behind it, it is a mortal clinch that Palm Springs will have one of the top tournaments of the country."

"Charlie Farrell, the world's handsomest mayor, has been doing quite a little along this line. He got together with the city council and made possible the building of the present new baseball park—soon to be dedicated and christened with the cracking of a pop bottle over an umpire's head.

"It didn't take Charlie long to get a tenant. The Seattle Rainiers will be playing there a few weeks, and Frank 'Lefty' O'Doul's San Francisco Seals will be training near by.

"Farrell's aim is to interest major league baseball clubs in the benefits of the desert kentry for training purposes and it is possible that Del Webb will be moving his New York Yankees to Palm Springs... and that Leo Durocher will be moving his Brooklyn Dodgers here to move the New York Giants over there. Fact is—it would be a bright idea for a man to buy a piece of Palm Springs in the future book.

"Vincent A. Marco, the well-known barrister, is planning grand things for his lavish tennis club, and with Farrell and Marco working together, Palm Springs can become something of a winter sports capital.

"Marco is interested in bringing big time tennis to Palm Springs. Only thing Palm Springs ain't got that Palm Beach has is an ocean—but I shan't go into that. It entails a

slight engineering feat which is somewhat over my head.

"On second thought, maybe Marco can do something about it. He has performed even greater miracles in court."

"The addition of a first class country club to Palm Springs is going to be a terrific boost for the community.

"Moreover, with men like Moncrief and Pollard behind Hogan, Palm Springs can't help but get the best. Hogan is going to design the course himself—snatching a page, perhaps, from Bobby Jones who designed the Augusta National some years ago, where they play the annual Master's Tournament.

"Farrell is following straight through in his campaign to bring more and more baseball clubs to the desert for spring training and he won't rest until he has a representative number of major league clubs mingled with the minors.

Florida long ago recognized the value of encouraging major league teams to such towns as Orlando, Sarasota, Winter Haven, Tampa, Lakeland, St. Petersburg, and so on. The presence of major league teams always meant an increase of tourist trade.

"Every major league team has its camp followers composed of tired or retired business men who'd like to consider themselves part and parcel of their favorite team—guys who like to strike up an elbow-rubbing acquaintance with their favorite stars.

"These babies are free-spending sports who like to do up in summer haberdashery and get themselves properly cooked in the noonday sun. Take Sarasota, for instance. Visit the Sarasota Terrace or any number of other Sarasota hotels and you'll find that the overwhelming majority of the paying guests are from Boston. And why? Because the Boston Red Sox train in Sarasota each year. Florida gets approximately 300 sports writers every year, representing newspapers over the nation. Most of the major league teams train in Florida. But most people lose sight of the fact that most of the American Association, International League and Southern League teams train there, too.

"It will be well for Palm Springs to follow the Florida pattern. There isn't anything that Florida has that Palm Springs can't offer—except an ocean. But you can't field a hot grounder on a wave, can you?"

"This country club project of Ben Hogan's will do a lot for Palm Springs."

Villagers' Views

Wants More Gaieties

I should like to express one person's opinion of the Gaslight Gaieties, put on last night by the local Business and Professional Women's Club at the American Legion auditorium.

Although I have been in Palm Springs only a short time I have already decided to make it my permanent home, and the entertainment afforded those who attended the Gaieties is one of the many things that has made me decide to remain here.

I have seen both professional and amateur shows in many cities, but I frankly do not recall ever leaving a show feeling I had received so much fun and entertainment, at any price, as

I did last night. The entire performance was superb for the type of show it purported to be, but although all the women who participated were excellent, I think those who did the cockeyed boogie dance, The Bird in the Gilded Cage, and especially the ever-present clown with the baggy pants, were worth the time and price alone.

I sincerely hope I shall have the privilege and pleasure of seeing more such entertainment in the future.

Sincerely,
MERRILL P. HART

Disagrees With Review

I read your review of Night Must Fall which showed last

week at the Tenthous Theatre and can't say I agree with the criticism. Whoever wrote it sounded like an escapee from the sport department. Especially do I dislike the critic's belittling of the role of Danny which was so ably played by Michael Ferrall.

I have seen Night Must Fall on many stages and in motion pictures and I never enjoyed the production more than I did at the Tenthous Theatre. H. M. Rogers has done the town a terrific favor as far as I'm concerned, in bringing such top performances here and I hate to think of what you're doing in criticising something I don't think you know anything about. Get smart.

DISGRUNTLED.

Though we all appreciate frank and honest reviews of movies, books, plays, etc., I feel that The Desert Sun did an injustice to Michael Ferrall in its review of the local Tenthous production Night Must Fall.

Having seen the movie of the same name I would say Michael Ferrall rivaled Robert Montgomery in playing the role of Danny, the psycho-killer. Ferrall's acting was extraordinary and should have received nothing but PRAISE.

Thanks for the swell newspaper. Here's hoping that we can continue to have honest reviews, but don't hesitate to give credit where credit is due.

A Critic of Your Critics.

Too Good to File

A friend of mine sent me this:

Father, must I go out to work? No! No! my lucky son, We're living now on Easy Street.

On dough from Washington.

We've left it up to Uncle Sam, So don't get exercised, We do not have to care a damn, We've all been subsidized.

But if Sam treats us all so well, And feeds us milk and honey, Please, daddy, tell me what the hell He's going to use for money.

Don't worry, bub, there's not a hitch, In this here noble plan, He simply soaks the filthy rich.

And helps the common man. But father, won't there come a time When they run out of cash, And we have left them not a dime.

When things will go to smash? My faith in you is shrinking, son, You nosy little brat, You do too darn much reason. To be a Democrat.

I thought it too good to file.

MELBA BENNETT

Appreciate Aid

On behalf of the members of the Palm Springs Woman's Club wish to thank you for your generous contribution to the success of the Fashion Story of 1950, so ably portrayed by the models of Bullock's, Desmond's and Robinson's.

MRS. T. HOLLAND

Crossword Puzzle

HORIZONTAL

1. Portico
5. To forsake
9. Enemy
12. King of Israel
15. State
16. To append
17. To read
18. Negative
19. Youth
20. Seasoning
21. To revise
22. Slander of neighbor
23. Toward
24. Ring-shaped fruit
25. Ocean
26. Spate
27. Conjunction
28. Original
29. Heavily down
30. To acquire
31. Flightless bird
32. Organ
33. Publisher
34. Slit
35. Speaking
36. Deceptive
37. Brings forth (dialect)
38. Cloth measure
39. Colloquial
40. Firm
41. Prefix: new
42. Means of egress
43. Mother of Zeus
44. Moisture
45. Wield
46. Quick jerk

VERTICAL

1. To weaken
2. Article
3. Bowing impement
4. Insulting
5. To suppress
6. Low note
7. Man's name
8. Son of Odysseus
9. Yellowish
10. East Indian vine
11. Whirlpool
12. Low bow
13. Leaving a will
14. Near
15. In a state of great excitement
16. To heal
17. Exclamation of incredulity
18. To observe
19. Zinger
20. Paradise
21. Great mass of ice
22. Twentieth of a year
23. Room for infants
24. Substance used for candles
25. Japanese measure
26. Exits
27. Savory
28. To parry
29. To the sheltered side
30. Fencing sword
31. Chopping tool
32. Exclamation of triumph
33. Lair
34. Quadruped of the ox family
35. Symbol for iridium

Answer to LAST WEEK'S Puzzle

SAM MAST BIDE
IDA ORO ADEW
CONTRACT LEAD
DOOR TOTALS
ADORN DEMI
VALS DEVERED
SLIP STEVENOR
RENDERED AMIR
FETS TRACE
CRAYES SHAE
LEVI ENTIMATE
ENID VAIN WOO
WADE STRE KEN

Your brain budget

1. During the first six months of 1949, government unemployment benefits were estimated to be more than (a) \$1,000,000,000, (b) \$1,000,000,000, (c) \$4,000,000,000.

2. The Roman Catholic clergy has recently been silenced by the Communist regime in (a) Austria, (b) Russia, (c) Czechoslovakia.

3. Brought to Solome on a platter was (a) the head of John the Baptist, (b) the head of Hummel, (c) a special feast prepared by Herod's cooks.

4. "The age of chivalry is gone!" was said by (a) Don Quixote, (b) Cervantes, (c) when he was slayed by a lady, (d) Edmund Burke upon the execution of Marie Antoinette.

5. Molly Wheeler can be found in a bottle of (a) the American Revolution.

6. The Goddess Purchase was (a) a sellout of Tondor Benedict Arnold to British General Gadsden, (b) the purchase of the area in New York on which to establish headquarters, (c) purchase of parts of Arizona and New Mexico by United States.

ANSWERS

1. (b) \$1,000,000,000. This was \$4,000,000 above payments for some period last year.

2. (c) Czechoslovakia.

3. (a) The head of John the Baptist.

4. (b) Edmund Burke upon the execution of Marie Antoinette.

5. (c) Molly Wheeler can be found in a bottle of the American Revolution.

6. (a) The Goddess Purchase was (a) sellout of Tondor Benedict Arnold to British General Gadsden, (b) the purchase of the area in New York on which to establish headquarters, (c) purchase of parts of Arizona and New Mexico by United States.

California Cavalcade by CARL KUHN



Politically Speaking

By ETHEL GILLET WHITEHORN

AMERICA'S BOY SCOUTS

The leaders of the Boy Scouts here, in Palm Springs—are urgently requesting parents to show a more active interest in the fine programs planned by their sons. In a letter addressed to the Sun, the leaders pointed out that only seven of 45 parents attended a recent Boy Scouts meeting which honored their mothers and dads.

On January 16, James A. Farley addressed the Boy Scouts in New York City. He said in part: "We owe the Scouts the best preparation within our power to give, for the burdens which we are going to lay upon their shoulders. In a few years they are going to take over where we have left off, and upon their integrity and clear thinking and hard work will depend the future of our entire country."

"ONE THING ALWAYS impresses me when I read the reports of service that Scouts have rendered, and that is the amount of hard work they do as a part of their Scout programs. The ability to work is the foundation of good citizenship, and the opportunity to work is a part of our American heritage. The men who built America were workers. Unfortunately, a good many people today overlook this fact and believe that if a man is smart enough he can find ways

to live without working. Maybe an individual can for awhile. But a nation—never. We cannot build our house on sand, and there are certain principles which have stood the test of time and upon which we must still stand if our American institutions are to go forward. One of these is loyalty. The other is work. That is our priceless American heritage which we must pass on to our children—the privilege of work.

"WHEN WE COMPARE our democracy to the forces that beset us, forces that stand for the suppression of religion, of free speech, of free press, of the dignity of the individual, for the perversion of youth by propaganda, we realize how necessary are such movements as the Boy Scouts, devoted to the development of character, integrity, reverence, and the American principle of fair play." So spoke James A. Farley.

Parents can do no less than pledge their best today, and as long as life lasts, to their sons and daughters who are defending American principles.

DESERT MUSEUM NEWS

Tonight at 8 o'clock—Films: "The Gift of Tsai Lun—Paper," "Sightseeing at Home," "Principles of Electricity," "Borax—from Desert to Farm," and "Unseen Worlds." Open to the public without charge.

Tomorrow, 8 p.m.—Town Hall of Cathedral City, Lloyd Mason Smith with a program of colored slides on "The Petrified Forest of Arizona." Open to the public without charge.

Thursday, 8 p.m.—Town Hall of Desert Hot Springs, Lloyd Mason Smith with a program of colored slides on "Climbing Mt. Whitney—Highest Peak in the United States." Public invited; no charge.

Friday, 8 p.m.—Anthropology series, Subject: "Peoples of North Africa." Films: "N'Gili," "Glory of the Pharaohs," "People Who Live By the Sea," and "African Tribes." Program open to the public without charge.

Saturday, 9 a.m. to 6 p.m.—Field trip. Hike to Lost Palms from Cottonwood Springs. Bring lunch and water. About 7 miles easy trail walking round-trip; some 100 miles' driving round-trip. Seldom visited palm oasis in southern edge of Joshua Tree National Monument. Meet at Museum.

Saturday, 8 p.m.—Guest lecturer, Mr. Frank Bogert of Thunderbird Ranch in a repeat showing of his color movies of "The San Jacinto Mountains and the Aerial Tramway," featuring views of the top of the peak and the site of the proposed tramway. This program will be held at the Frances Stevens grammar school.

MENUS

MENUS — ST HED
Menus to be served in cafeterias of schools of the Palm Springs Unified district, are submitted below to aid mothers in planning home meals:

Tuesday: Escalloped Potatoes with Meat, Creole String Beans, Wholewheat Sandwiches with Butter, Chocolate Pudding, Milk.

Wednesday: Potato Burgers on Buns, Escalloped Potatoes, Carrot, Apple and Raisin Salad, Milk.

Thursday: Baked Ham, Cranberry Sauce, Casserole of Sweet Potatoes, Wholewheat Sandwiches with Butter, Celery Sticks, Milk.

Friday: Salmon Salad with Celery, Wholewheat Sandwiches with Butter, Potato Soup with Cheese, Apple, Milk.

Memory Lane

(From the Files of The Desert Sun of February 7, 1950)
Jack Case, well known rodeo man, staged with success the second annual Rodeo last Sunday. It is estimated 5,000 people were in town for the event which did not lack thrills from the first event to the finish.

George Bancroft, famous character actor of the screen, was in town this week with plans for his home which will be built in Tahquitz Desert Estates.

The Southern California Gas Company has completed laying an 8-inch main from Banning to Palm Springs, a distance of 25 miles.

Harry Barcus Waggoner, famous artist, and his wife gave a dinner party in their studio in El Mirador hotel.

Progress is the watchword of the Desert Associates and progress is certainly being made with this new movement organized by all of the business interests of Palm Springs. An office has been established in El Paseo building.

Voters should register before February 24 for the water district election set for March 24.

Formal dedication of Our Lady of Solitude, Catholic church, has been set for February 15.

Endorsement of the proposed Dead Indian Canyon road for the mountains to the desert highway, was made by Chamber of Commerce members this

Ivan Messenger announced the opening of a new outdoor sketching class.

Miss Mary D. McGlashan, local teacher, has been appointed to operate a branch of the county library here.

Miss Nellie Nabb of Honolulu and Mr. and Mrs. Homer McQuillin of Long Beach, were houseguests of Mrs. Chaney and Miss McQuillin this week.

Next Saturday an old-fashioned barn dance will be held in the school auditorium under direction of Earle Strebe.

Under direction of Minister Wallace McAfee and Trustees Henry Wick, C. G. Lykken, C. S. Henderson, Mrs. Philip L. Boyd, J. F. Russell, Mrs. Chas. Doane and Leroy Carver, the Community church drive for funds will start February 9. Mrs. Nellie Coffman of the Desert Inn has graciously extended an invitation for lunch today to the board and solicitors.

Cuckoo Quiz

What develops when two women meet?

A DOUBLE CHIN

HOME OWNERS PARADISE

Palm Desert

Home of the Fabulous Shadow Mountain Club

Roberts Construction Co.

SANTA MONICA BAY AREA BUILDERS

Gene Roberts says:

"We are in the midst of constructing the first five of fifty Sun Lodges at PALM DESERT. During our stay here, we have had ample opportunity to observe this community—the great things that have been accomplished and the even greater possibilities.

Our faith in the soundness of PALM DESERT as a place for comfortable, happy living is such that we are shaping our affairs to the end that we will soon engage most actively in the erection of homes to fit the needs of all—from the very moderately priced to the most sumptuous homes.

The wonderful Shadow Mountain Club, the School, Church, Post Office, Stores, Art Museum, etc., all provide a splendid background for the lovely homes already established and for the many more to come."

Excellent Construction Loans Are Being Made at This Time

CLIFFORD W. HENDERSON, FOUNDER, PRESIDENT

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Phone: Palm Desert 7-6111 or 7-6911—Through Indio Exchange

Tract Office on the Propriety—or see your broker

Hours more sun.. Loads more fun!

LAFF OF THE WEEK



"I'm Sure I Love You Geraldine — But I'd Prefer To Reserve A Definite Opinion Until Summer When I Could See More Of You."

REST...RELAX...RECREATE YOURSELF AT BORREGO

Discover for yourself Southern California's new desert resort rendezvous... warm, dry, healthful, secluded BORREGO SPRINGS "Out where the BEST begins"

NOW IS THE TIME TO BUY A BUILD AT BORREGO SPRINGS BUSINESS, INCOME & ESTATE SITES AT SENSIBLE PRICES

PLAN TO DRIVE DOWN SOON Call or write for Calendar of Current Events, Hotel and Motel accommodations and road map...

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Priced at only
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Completely furnished.

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482 N. PALM CANYON DRIVE PHONES: 2226 - 2225

SMALL RESIDENCE USES ALL AVAILABLE SPACE

A small, compact, one-bedroom house using to the fullest extent all available space is shown as the current Home of the Week. Although the total floor space of the house shown is only 500 square feet it includes a den, ample closet space, a spacious living and dining area and a well-arranged kitchen.

The house is planned not only for full utilization of space, but for economy of construction.

It is built along contemporary lines and with a regular square floor plan to minimize the costs of laying the foundation and the construction that follows. Economy of construction is also obtained through the side-by-side placement of the bathroom and the kitchen, thereby cutting down the expense of complicated plumbing installations.

The exterior front of the house shown features two separate entrances, one into the living room and the other into the kitchen. They are separated by a wide expanse of window, which tends to make even more spacious the interior of the home.

The living room and the dining room are incorporated into one room, the whole of which may

be used for a living room when entertaining. A fireplace in one end, an attractive addition to any house, adds to the apparent size of the room.

The den, which has a closet built entirely along one wall, is placed off the living room, while the bedroom is entered through the dining area.

An unusual feature is the placing of the bedroom closet, in reality a small dressing room, off the bathroom instead of the bedroom, thus allowing more space in the bedroom itself.

Tax Association To Meet Feb. 21

Riverside county supervisors William E. Jones, Ed Hill, William C. Slape, Collis Mayflower and Floyd E. Gilmore, along with other public officials and interested taxpayers of the county were invited today to attend the 24th annual meeting of California Taxpayers' association, to be held in Los Angeles, Tuesday morning, February 21, at the Biltmore hotel, 10 to 12 o'clock. Broad-scale citizens and taxpayer problems are to be discussed by outstanding authorities. Subjects will include welfare and relief, state government reorganization, and the national situation with the country's second \$5 billion peacetime deficit in prospect.

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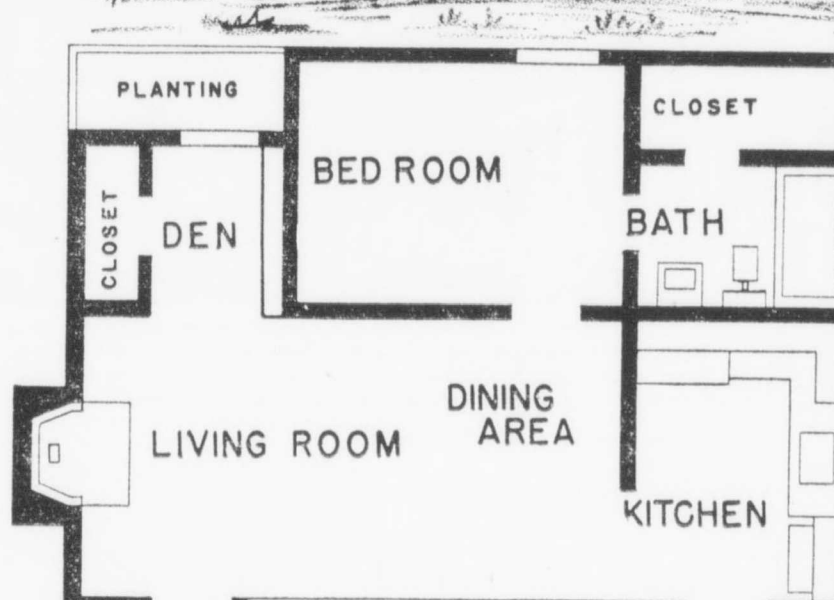
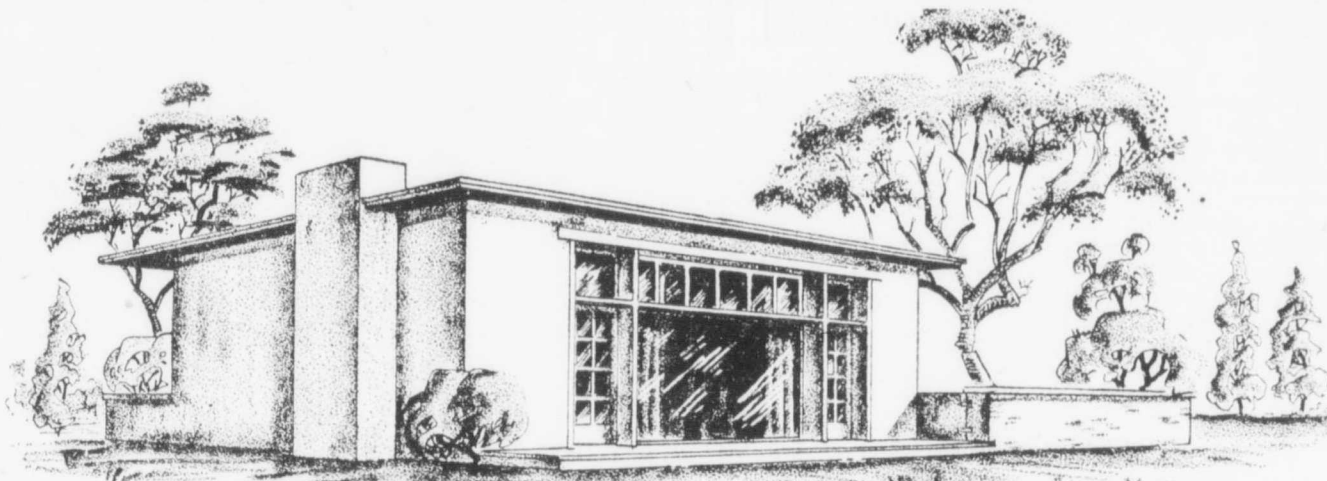
NEW DESERT HOME Only 10 minutes from center of PALM SPRINGS



\$3700 FULL PRICE INCLUDING LOT

Sturdy living room, kitchen, bath and patio. Beautifully painted inside and out. Sturdily constructed of insulating pumice block and steel.
Go out Palm Canyon Dr. to Ramon Road, turn east and straight out Ramon Road, cross Highway 99 and continue on Ramon Road for 1/2 mile to SHANGRI-LA PALMS
6012 Hollywood Blvd. HU-2-7426

Home of the Week



FLOOR PLAN

Complete set of Plans of this house available for \$1.00 by writing Building Editor, care of The Desert Sun, P. O. Box 190, Palm Springs.
(Allow a minimum of 10 days for delivery)
PLAN NO. 23

This compact home using all available space may be constructed for approximately \$4000

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D. M. (MARK) MORGAN, Manager and Escrow Officer

PALM SPRINGS, CALIFORNIA
Tuesday, February 7, 1950

The Desert Sun—5

Today Proclimized Dental Health Day for Children

The role which education, research and adequate care plays in prevention of dental disease among children, was the theme of the second annual Children's Dental Health Day in this community.

Children's Dental Health Day is intended to focus public attention on the contribution of a healthy mouth to the child's future general health, appearance and personality.

Activities planned in observance of the second annual Children's Dental Health Day in this community.

Proclamation

Whereas: The children of our community are future citizens in whom are based all our hopes and aspirations; and

Whereas: The condition of the teeth of these children contributes much to their health and vigor; and

Whereas: The dentists of our community are unselfishly vigilant and patriotic in their concern for the dental health of our children;

Now, therefore, as Mayor of The City of Palm Springs, I hereby proclaim Tuesday, February 7, 1950 as Children's Dental Health Day in Palm Springs.

In witness whereof I have hereunto set my hand and have Palm Springs be affixed this caused the seal of The City of — day of — 1950.
CHARLES D. FARRELL
(Mayor)

county by the membership of the local society will help to acquaint the public with the value of pursuing a day-to-day dental health program, other activities will present the latest scientific advances in the field of dentistry for children.

Stores Go After 100% Chest Goal

Employees in Palm Springs' three largest stores — Bullock's, Robinson's and Desmond's — this week were shooting for their customary records of 100 per cent contributions to the Palm Springs Community Chest as the business division campaign swung into action.

The three stores have established best records of any business firms in the Village in past years. Not only have the employees of the stores hung up a 100 per cent honor roll record in most years of the Chest operation here—the totals have been notably large.

Subscriptions by the clerks in the stores are, of course, additional to the subscriptions by the firms. Last year the three companies contributed one-twentieth of the entire Chest budget here.

PLUMBING

OF ALL KINDS
• Water Heaters
• Room Heaters

STRINGER

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410 N. INDIAN AVE.
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CLASSIFIED ADS—PHONE 2249

125,000 NEW HOMES FOR SOUTHLAND SEEN

Prediction that 125,000 new dwelling units would be built in the 16 southern counties of California during 1950, and that the majority of new homes built would aim at satisfying the market for homes in the \$6900 to \$8500 bracket, was voiced this week by Marshall Tilden, president of the Building Contractors Association of California.

The statement was made following a survey of the association's 2000 builder members in order to determine the extent of construction this year. According to Tilden, the expected 125,000 figure will exceed the 1948

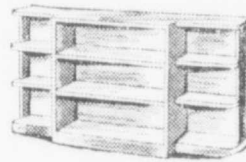
construction figure of 100,350 for the same area by nearly 25,000. "To date," he explained, "the 1949 decline of 10.6 per cent for a total of 89,713 was a natural leveling off period. Builders, for the most part, concentrated their efforts during the immediate post-war years to satisfy a demand for homes in the \$10,000, \$12,000, and so-called 'luxury' homes classes. The current market which has developed during the past seven months, calls for homes in the \$6900 to \$8500 range. Such homes are smaller and more compact than the three-bedroom types featured at higher prices last year."

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In the Village Since 1937

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NO CHARGE FOR ESTIMATES

Palm Springs Builders' Supply Co.

490 E. Sunny Dunes Road

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Builders' Hardware

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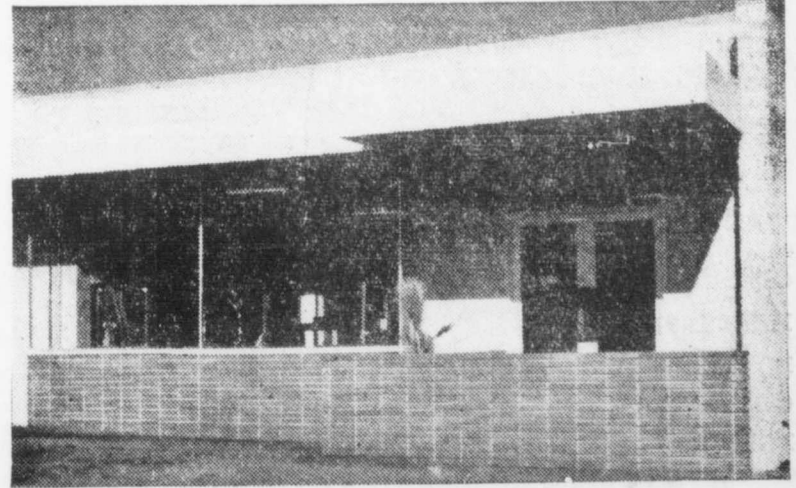
McKinney

Stanley

Hallmark

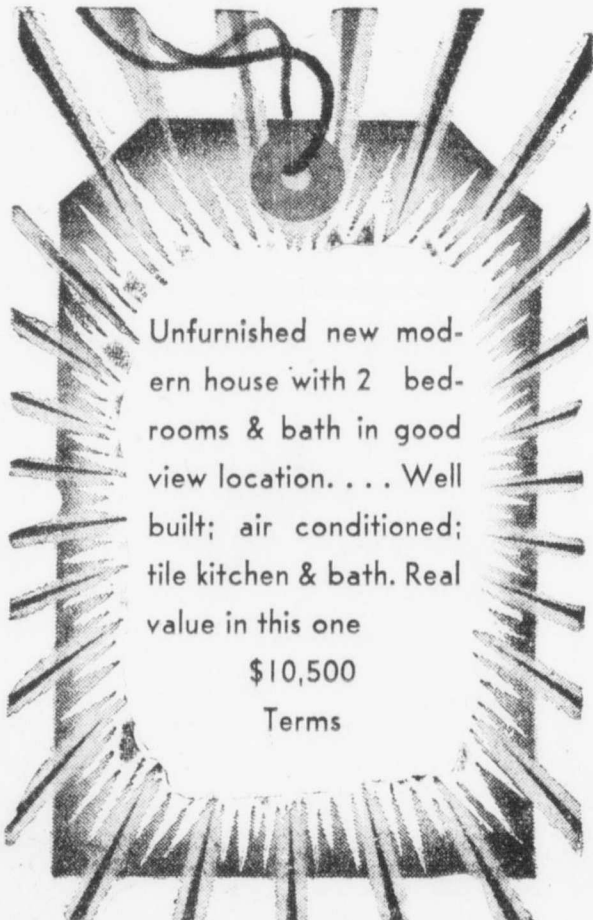
The Best—

We have it



THE PRICE TAGS ON THESE TWO HOMES

will insure their sale; telephone now for an appointment before they are sold



Unfurnished new modern house with 2 bedrooms & bath in good view location. . . Well built; air conditioned; tile kitchen & bath. Real value in this one

\$10,500

Terms



A very special house drastically reduced for a quick sale . . . 3 bedrooms, 2 baths; den with barbecue; glassed lanai. Unfurnished. This is a real opportunity for a bargain hunter

\$19,500

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Robert Ransom Realtor

The oldest established Real Estate firm in Palm Springs

WALTER McMANUS

WILLIAM BOGGESS

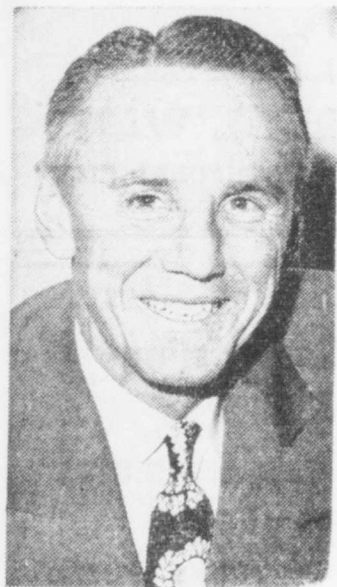
THE PLAZA—PHONE 2794

Valentine Blatz Named Chairman of ARC Campaign

Fund chairman for the local Red Cross drive for 1950 will be Val Blatz it was announced yesterday by County Chairman Paul Giesser of Riverside.

The Villager has been active in Red Cross work for several years locally and is said by Chairman Warren Slaughter of the local chapter to be one of the best in producing and turning in hard work for the program.

The annual drive for funds will commence "sometime after the first of March," according to Blatz and will be of about one week's duration. He an-



PAUL GIESSER
County R. C. Chairman.

nounced his organizational setup is rapidly rounding into shape and will be ready for the local work when word is received for the county-wide campaign.

No quota for the county chapter or individual branches has as yet been determined but it is expected to be near last year's quota of \$70,000 (for the entire county) which was quickly over-subscribed.

Headquarters will be set up and announced at a later date by the fund chairman and volunteers will operate the offices.

From Page One—MORE ABOUT

Conventions

With 2000 expected at the Los Angeles gathering, he said 400-500 were expected to include the Village in their itinerary.

Other organizations are urged by Ewing and Chamber Manager William Dunkerley to contact them for assistance wherever there is a possibility of their national group to convene here.

Special sales kits and literature are available at the chamber offices, they said.

THE MIDDLES



By Bob Karp



6—The Desert Sun PALM SPRINGS, CALIFORNIA

Tuesday, February 7, 1950

(Starts on Page One)

The PUBLISHER'S Corner by OLIVER B. JAYNES

housing facilities for over 200 at one time. To be known as the Palm Valley club and located on Highway 111 just east of Smoke Tree Ranch, the project would represent an investment of over \$2,000,000. The club, which has many interesting new features as described elsewhere in this issue, is the dream of Ward Cohen who has had two successful hotel projects to his credit. The addition of this type of facility would undoubtedly attract many new people from all over the country to Palm Springs. It is indicative of a new area of growth that is bound to be in store for Palm Springs. If brought to a successful conclusion, construction will start in June for completion planned for December of this year. . . . The prospects that the old El Mirador hotel will be sold by the government next month and re-opened next fall also seem good. This would be another attraction to draw people to the desert, each establishment tending to interest a new group in the advantages of a desert vacation.

CONGRATULATIONS to the Palm Springs Rodeo association for a wonderful show—to the city government for having planned and built the excellent rodeo and baseball facilities at the Polo Grounds and to the taxpayers who footed the bill for these fine improvements. As I have pointed out in this corner before, the taxbills are somewhat burdensome these days, but it's satisfying to see the money being spent for such needed facilities. People will return again and again to the many events that will be staged at the Polo Grounds. The events which the new recreational center makes possible will serve the dual purpose of bringing people here and entertaining our visitors who have come for extended vacations. The Rodeo association proved that this event could be successfully staged under entirely local auspices and that the profits from such shows can be retained by the association to sponsor additional attractions. The success of last weekend's Rodeo has thus marked the opening of a new era in the presentation of out-door attractions in Palm Springs. That's why we should be so grateful for the voluntary efforts of all who had a part in it.

From Page One—MORE ABOUT

POLICE

and checks) Racquet Club, Village Theater and several of the smaller hotels.

Other types of official headaches were caused by fights, a Peeping Tom early Sunday morning and an inter-family fracas at one of the local nighteries where the husband broke his wife's glasses with a roundhouse.

WORST ACCIDENT was Saturday evening as Nick Andreas was hit by a car on East Ramon road as he tried to cross the street on foot. Car was driven by Casper Caterinichio, who was not held. Andreas was treated at the community hospital for possible skull fracture and later removed to the hospital at Riverside.

And last but not least, was the traffic problem with which the officers were forced to contend. Several smashed fenders caused their share of extra effort on the part of the traffic detail as well as the handling of the record number of automobiles this season. In most instances the flow of traffic was well-managed and a minimum of confusion was reported.

From Page One—MORE ABOUT

RODEO

bronc riding there was a tie for first between Buster Ivory and Lawson Fore with Harvey Luer, third; and Chuck Sheppard, fourth. Ivory, riding for the first time in two years, came out of retirement due to a broken neck in his last showing.

In the bareback riding division there was another tie for first between Carl Mendes and Lucky Buck.

Bulldogging was won by Lonnie Allen with Harvey Luer second, Chuck Sheppard third, and Leonard Mitchell fourth.

The calf roping was won by Dan Poore, followed by Clay Carr, Chuck Sheppard and Sam Fancier.

PERFECT WEATHER for the two-day affair was credited to the "mighty fine work of the padres" who were ascribed to have prayed for the right type of rodeo weather. Although cloudy, yet the temperatures were in the low 70s which lent to the spectators' comfort.

Announcement as to the financial returns of the show had not been made at press time last evening but it was indicated that the show was "in the black."

Ronnie Grice Takes to Water

"That water holds battleships, sit can hold you," said swimming instructor Jack Best to eight-year-old Ronnie Grice, whose mother averred he was too timid to EVER learn to swim. At the pool at the Park Lane, the boy who was too timid to learn, swam the length of the pool before his first lesson was over under the tutelage of instructor Best.

"It surprised me, too," said Mr. Best. "He just took off after he got the hang of it and swam as well as most pupils do after ten lessons. Before the end of his first lesson, he was diving off the board. Everybody around the pool applauded the kid."

Ona Brown Hosts Houseguests

Houseguests of Mrs. Ona Brown are Dr. and Mrs. Guy Townsend, formerly of Mayo Clinic and now on the staff of Queen of the Angels Hospital in Los Angeles. Friday night saw the party dining at Saddle and Sirolo for Mrs. Brown's first night out since her return from Europe a month ago.

Census Checkers To Start Village Count on April 1

Census count in Palm Springs which will start April 1, will be under the direction of Frank Timmons of Riverside, who announced last week that appointments for local canvassers will be made shortly after a short non-competitive examination handled through the post office.

In view of recent activities locally by spurious alleged census takers, Timmons cautions people of the Village to beware of false enumerators inasmuch as there have been several instances where people have been approached by people asking questions of residents and representing themselves as census takers.

"There are no appointments as yet," Timmons said, "when the count comes up, all representatives will be supplied with the proper credentials—ask to see their identifications," he warned.



By HELEN HALE

MIXING DISHES which have had flour or sugar mixtures in them should be rinsed in warm water before washing; dishes which have had eggs and milk in them should be rinsed with cold water first, to loosen food easily.

Use soft paper for wiping tables and ranges before washing them with soap and water. Grease adheres to paper more readily than it comes off with moisture.

When a recipe calls for a small amount of onion juice, cut off a thin slice at the base end, then

RECIPE OF THE WEEK

Creamy Oyster Stew

(Serves 6)

1/4 cup butter

2 dozen raw oysters,

drained

1 teaspoon finely minced

onion

1 quart milk, scalded

1 1/2 teaspoons salt

1/4 teaspoon pepper

1 teaspoon Worcestershire

sauce

1/4 cup grated American

cheese.

Melt butter in saucepan over

low heat. Add onion and oysters

and heat just until edges begin

to curl. Add seasonings. Add to

hot milk. Heat bowls and add a

pat of butter to the soup.

Sprinkle with cheese.

scrape off the juice with the tip of

a teaspoon.

Butter slices more easily when

it's hard, if you use a knife which

has been dipped in boiling water.

Tea and coffee cups which have

become stained clean easily if

they are wiped with a damp cloth

which has been dipped in baking

soda.

Eggs beat more readily if you

keep the bowl steady. Fold a

towel and place it under the bowl.

This will also help to cut down

noise.

If fat catches fire while broiling,

turn off the oven and close the

broiler door. If the fire persists,

sprinkle the flame with salt.

When baking foods which might

drip on the oven, place a cookie

sheet on the bottom of the oven.

Let the spilled material burn dry

until it chars; then it's easy to

lift off the burned foods with a

spatula and keep the oven clean.

Legal Notices 75

CERTIFICATE OF BUSINESS

UNDER FICTITIOUS

FIRM NAME

The undersigned do hereby

certify that they are conducting

a wholesale produce business at

245 East Andreas Road, in the

City of Palm Springs, County

of Riverside, State of California,

under the fictitious firm name

of Desert Produce Company, and

that said firm is composed of the

following persons whose names and

place of residence are as

follows, to-wit:

MATTHEW J. DRAGICEVICH,

1729 Ohio Street, Redlands, Cal.

MARY BOSKOVICH, 1729 Ohio

Street, Redlands, California.

Witness our hands this 10th

day of Oct., 1949.

MATTHEW J. DRAGICEVICH

MARY BOSKOVICH.

STATE OF CALIFORNIA

COUNTY OF RIVERSIDE, ss.

On this 10th day of Oct., A. D.

1949, before me, H. O. HARRAWOOD,

a Notary Public in and for said

County and State, residing there-

in, duly commissioned and

sworn, personally appeared

Matthew J. Dragicevich and

Mary Boskovich, known to me to

be the persons whose names are

subscribed to the within in-

strument, and acknowledged to

me that they executed the same.

IN WITNESS WHEREOF, I

have hereunto set my hand and

affixed my official seal the day

and year in this certificate first

above written.

(SEAL) H. O. HARRAWOOD

Notary Public in and for

the County of San Ber-

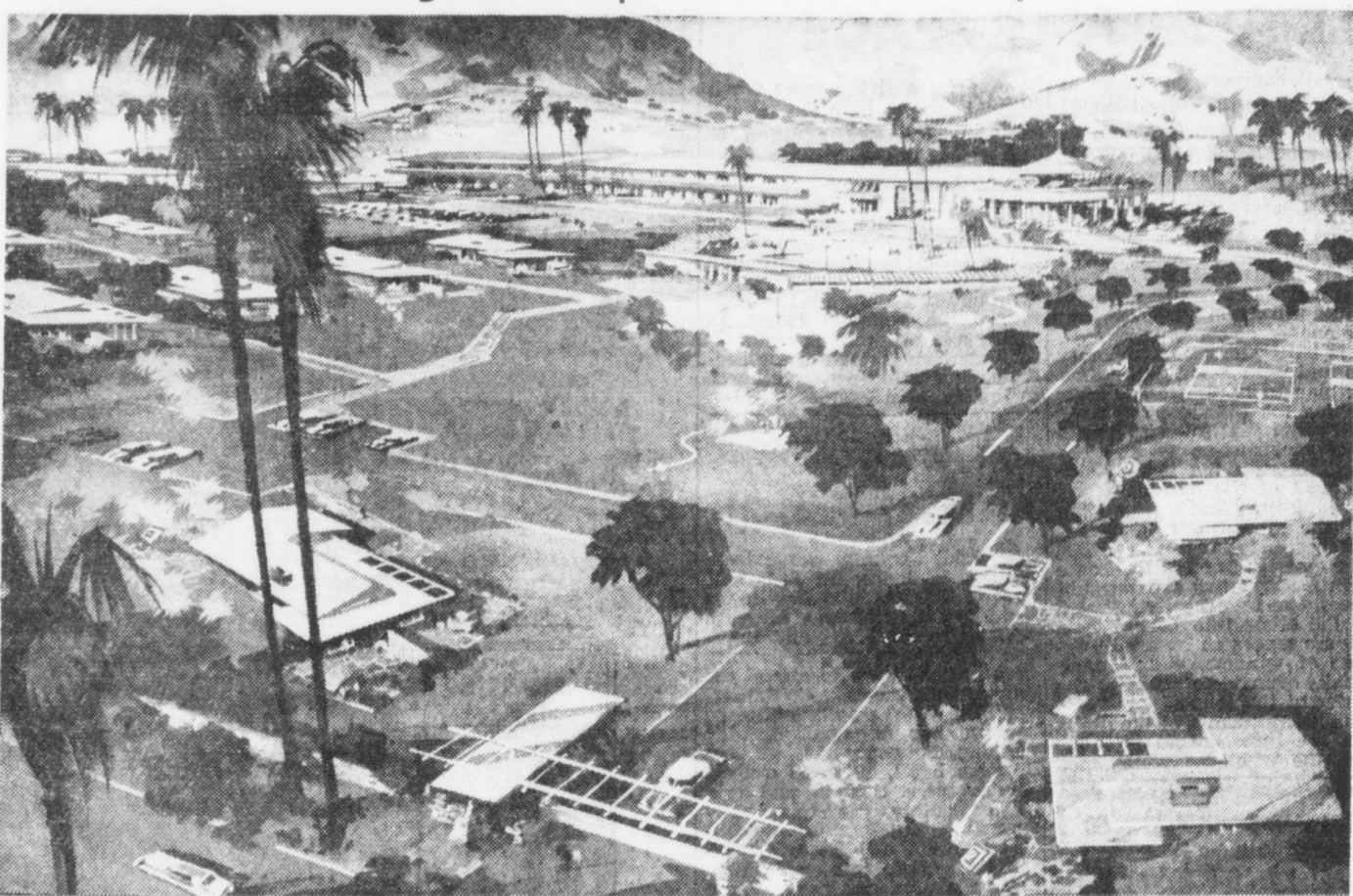
nardino, State of Calif.

My Commission expires De-

cember 14, 1949.

Pub. Feb. 7-14-21-28, 1950.

Architests Drawings of Proposed Palm Valley Country Club



PALM VALLEY CLUB—Above is a general view, looking south from the entrance gate of the new Palm Valley club to be built on a 40-acre tract on Highway 111. In the foreground is the entrance gate and attendant's house. The bungalows with spa-

cious grounds and individual patios are shown on the grounds, tennis courts at right center, swimming pools for adults and children, upper center, and the two story clubhouse in rear showing the circular dining room and Sky Room cocktail lounge, above, at the right.

From Page One—MORE ABOUT

Announce Plans For Country Club

There will also be a private, sound-proof Men's Bar, a large main dining room and several smaller dining rooms. Even the members' pets will have their own "clubs," known as "Pet Haven." All 40 acres of the club's property will be completely enclosed with attendants on 24-hour duty.

Main building of the club will have 100 private rooms. Cottages, virtually individual homes, will be equal to 105 rooms with three and four bedrooms to each cottage. These will also contain living room with fireplace, bar and kitchen. A specially designed motorbike with refrigerator and hot oven can rush food and drink in a matter of seconds to those staying in the cottages if they so desire.

ONE OF THE MOST unusual features of Palm Valley club is the membership fee and general price scale which Cohen has established. Membership to the club will be by invitation and is limited. Many prominent men in Los Angeles, Palm Springs and southern California have already asked for membership, as well as those from New York, Chicago, Seattle, Portland, Boston and San Francisco.

Cohen announced that the first 500 members will pay \$500 and the second 500, \$1000. Firm memberships will be \$1000.

Anne Triola Now At Palm House

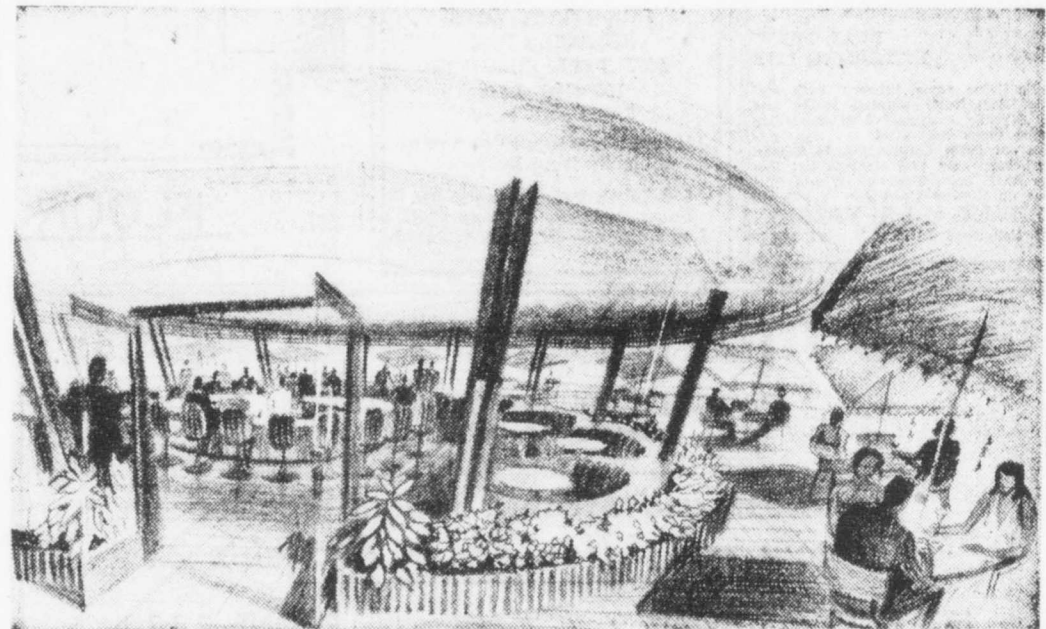
Said by observers to be THE comedienne find of Hollywood during the past year, Anne Triola, talented glamour entertainer, opens an engagement at the Palm House tonight.

Known to her fans as "The Beetle," Miss Triola has behind her a short motion picture career but a long professional entertaining career starting at the age of 11 when she played the accordion at Italian weddings. Bringing to Palm House patrons the type of entertainment so enthusiastically received during recent months, Miss Triola will give a show blending wit with good music plus a shapely comeliness which Restaurateur Vic Sudas believes will captivate all who see this personable young lady.

Legion Plans Big Gold Rush Tomorrow Night

American Legion Gold Rush will take place tomorrow night at the Wars Memorial hall under the direction of the local post, 519 Hilton McCabe, commander. Time for the start of festivities is set for 8 p.m., with both ladies and gentlemen invited. Ticket Chairman Ray Lusby announces that George Riley of Los Angeles will emcee the show and included in the acts are Helen Heller, comedienne singer; and the DeHavilland Trio, acrobatic act.

Other entertainment, games and fine foods will feature the evening of the Gold Rush days. Public is invited.



MAGNIFICENT VIEW—Above, the Sky Room cocktail lounge with its circular roof and outside terrace. A magnificent view of the mountains and all around and the desert will be available from the glass enclosed room.



THE CLUBHOUSE—The east section of the clubhouse with its first and second floors and the living accommodations, each with its own sun porch, is shown above. In the foreground is the large sun terrace.



THE POOL—The official Olympic-size swimming pool is shown here with the dressing room at one end and cabanas on either side. A wide sandy beach surrounds the pool.

From Page One—MORE ABOUT

CHEST

vision and the Schools division.

In the former, a new deduction plan developed this year by the city government has nearly tripled the amount of contributions from the city employees.

Each month City Treasurer R. W. Peterson is authorized by the municipal workers to withhold from their pay checks amounts ranging from 25 cents to \$2.00.

On an annual basis this results in contributions from \$3.00 to \$24.00. Community Chest leaders nationally say that solution of all charity problems lies in the withholding system. Warm commendation has been voiced of the City of Palm Springs plan which is believed to be one of the most progressive systems in southern California.

ARTHUR HOFF is heading the schools division and is hopeful that his division again will match the high per capita rec-

ord of last year. Community Chest statistics in most cities show that teachers, although their salaries admittedly are low, are among the most generous donors to Chest appeals. This is explained by the fact that teachers are close to and aware of the youth and charity work handled by the Chest funds.

With the Palm Springs divisions well underway, the Chest appeals in Cathedral City and Desert Hot Springs will be started this week.

HEADQUARTERS FOR DEPENDABLE USED CARS

See the All-New 1950 Mercury Now on display in our showroom.

"BETTER THAN EVER"

Palm Springs

MERCURY

BANK OF AMERICA TERMS

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MERCURYS

BUICKS

CHRYSLERS

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SALE

SLASHED TO WHOLESALE!

Company

See the 1950 LINCOLN and LINCOLN COSMOPOLITAN Now on display in our showroom

"NOTHING COULD BE FINER"

PH. 2301

PALM CANYON DRIVE AT SUNNY DUNES RD

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• COOLING

HENRY A. SIMSARIAN

850 N. Palm Canyon Dr.

Phone 2768

Peacocks Celebrate Anniversary

Mr. and Mrs. Elmer T. Peacock celebrated their 30th wedding anniversary Friday with a champagne party at their home in Palm Desert. Following the champagne cocktails the company proceeded to the Chi Chi Blue Room for a dinner party which was topped off with a huge wedding cake with 20 flaming candles. After dinner they repaired to the lounge for Arthur Blake and the Chi Chi floor show.

Guests congratulating the Peacocks included Mr. and Mrs. Fred Hathaway, Mr. and Mrs. Fred Timm, Mr. and Mrs. Russell Smedley, Mr. and Mrs. J. W. McLaughlin and Miss Betty Hann.

Mrs. T. A. Willard Opens Home Here

Mrs. T. A. Willard (Florence Willard), Santa Catalina Road, after three months travel in Europe and the holidays in Honolulu, has returned to her home in Beverly Hills.

Mrs. Willard has opened her home in Palm Springs for the coming season with houseguests for the weekend, Mrs. Ivan Goff, Mr. and Mrs. Melvin Jensen and Louis Jean Heydt of New York.

Houseguests helping to open the house this weekend are Major and Mrs. Ned Simpson recently returned from Tokyo, and Ted Draper of the Herald Express.

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333 TAMARISK ROAD
Just across the street from the Darryl Zanuck Estate.

If you like the Main House, Guest House, Swimming Pool, and Beautifully Landscaped Yard, from the outside, then call us for an appointment and we will be glad to show you the inside.

PRICED TO SELL
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at

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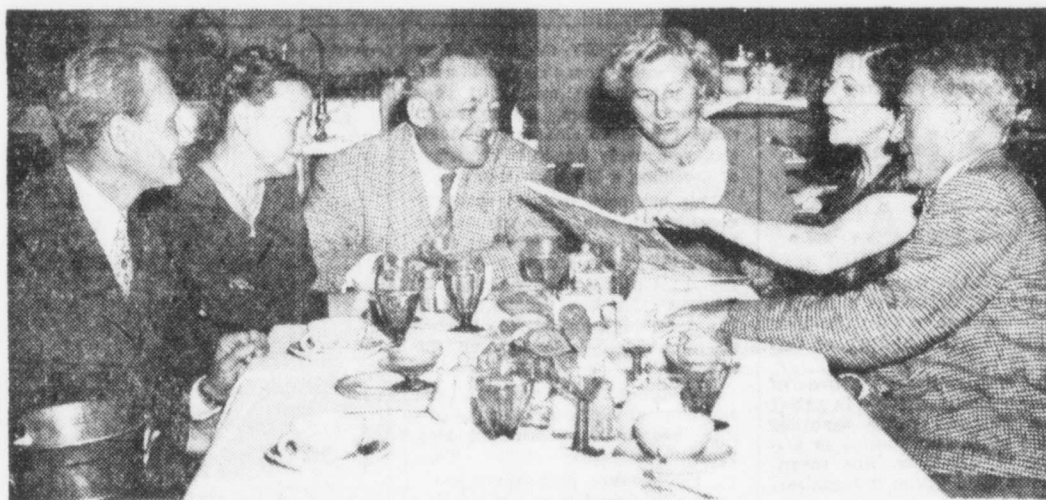
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MEXICAN FOODS
By MARCOS
Serving his famous Mexican foods every Tuesday night.

YOUR HOSTS
Jorge and Ethelita



Shadow Mountain Club Hosts Dinner Guests



Hosts of their visiting houseguests at the Shadow Mountain Club Saturday night were Mr. and Mrs. Kenneth Kirk, center, who entertained Ralph Cardoza, left (head of the

famed lithographing firm which makes the country's Christmas and greeting cards) Mrs. Harry Haake, Mr. and Mrs. Kirk, Mrs. Cardoza and Mr. Haake.

Mr. and Mrs. Cardoza spent the weekend here from their home in Holmby Hills; Mr. and Mrs. Haake reside in San Marino.

—Photo by Willis

Social ACTIVITIES

AROUND THE VILLAGE IN SIX MINUTES

—WITH PRISCILLA CHAFFEY

Pedestrian traffic along Palm Canyon Drive struck a new high Saturday, come rodeo time. Never, never NEVER DID see so many people—handsome men in high heeled boots and fair ladies in fringed leather. The night club circuit also teeming with happy peoples Friday and Saturday.

In the general commotion we saw two ex governors getting photographed on a stage coach out at the Stables—ex governor Frank Merriam, looking chipper since his retirement from public office to Long Beach. He, with his daughter Hazel, was houseguesting with Mr. and Mrs. J. D. Cross at the hacienda on Radio Road. Sitting beside him in the stagecoach was ex governor Jimmie Davis of Louisiana and the Stables.

While we're in the ex governor file, the very eminent Alvan T. Fuller of New Hampshire arrives tomorrow to take up residence at the Desert Inn. He is visiting Jack Williamson, and will be joined next week by Mrs. Fuller. It is the Fuller's first resident visit to Palm Springs. Their New Hampshire estate, "Little Bear's Head" is one of the show places of New England.

Barbecue

Mrs. Victor C. Essinger entertained at the hacienda on Camino Alturas Thursday evening with a chuck wagon dinner put on by the maestro of outdoor cookery, Jack Boyer. Guests gathered around a glowing brazier in the patio for pre-dinner cocktails while spring chickens broiled over the coals. The party honored Mrs. Essinger's house-

guest, Mrs. Leigh Curtis of Chicago, with guests including the mother of the hostess, Mrs. Henry Cummings, Dr. and Mrs. Robert Morrey, Dr. and Mrs. Mace Gazda, Mr. and Mrs. Burnham Bigelow, Mr. and Mrs. Herbert Burns, Dr. and Mrs. C. H. Woodmansee, Dr. and Mrs. Henry Dollard, Jack Williamson and Anthony Burke.

Birthday

A hundred and fifty guests went galloping up the staircase at Canyon View Thursday afternoon to wish Twila King well upon the occasion of her LAST birthday—fifty of them is enough, she says, there will be no mas. However, the party was such, we doubt if she stays with her resolve. Among presents for the popular Twila were three birthday cakes and mountains of ice cream, which the guests ate.

Square Dancers

A dinner guest of Mrs. C's the other night was Roy Randolph and he said, "It would be a terrific idea for Circus Week to have square dance teams at each corner of Palm Canyon Drive to cut some Texas Stars and do-si-does while everybody is waiting for the parade to start. Each group could have its own caller and record music and everybody'd have more fun."

We practically never heard of such a SENSATIONAL idea. What the circus has always needed is more of the spirit of dancing in the streets—during the Santa Barbara fiesta it is a good old fashioned custom for pedestrian traffic to whip off a few fandangoes en route to wherever its going. The night street dance here is all right, but what we really want is a spirit of spontaneous audience participation in the gaiety. Square dancers up and down the street would not only look bright and gay and pretty but would encourage bored sight seers to lay down their dignity and join in the fun. Palm Springs has some of the state's prize winning teams and teams from adjoining communities would LOVE to come. An invitation to put on a square dance exhibition to a good team is all the same the fire bell to the fire horse.

Incidental Info

Mr. and Mrs. John Gallois were entertaining columnist Cobina Wright over the weekend at the house on the hillside with the

French atmosphere. A large cocktail soiree Saturday honoring the houseguest. Earlier in the month they entertained actress Ina Claire.

Top men on the Desmond totem pole were lunching at the Racquet Club Saturday and included owner Ralph Heusman, sports buyer Larry Shultz, William Shinner, and manager of the Palm Springs store, Bob McKenzie.

Still lunching, still Saturday, this time at the Tennis Club, were the ladies of the Eastern Star, admiring the fashion show and the judging of the Miss Palm Springs candidates. Lois Wrathall was that lucky girl, and she deserved it. She's a very talented young lady, which we said about three years ago when she had a small part in a high school play and stole the show. Judges trying to be casual and critical in the face of the beauty of her suit were Bill Dunkerley, Earl Cordrey, Roy Randolph, Ted McKinney, president of the Junior Chamber of Commerce. Glamor was all over the place and not the least of it was contributed by fashion show models Sandra Cordrey, Dona Burns, Maxine Gerhart and Mrs. Granata.

Mary Nelson and Bill Boggess flew to Mexico to lunch Friday to get some gimmicks for the new modern house they have whipped up in Sunview Estates. Everybody who's seen it, says, "sensational and terrific!" even Cobina Wright, and columnists are notoriously hard to please it should be, so it should be. Earl Cordrey mixed the colors for the outside, Mary Nelson mixed the colors for the inside, Albert Frey designed it in the first place. Lots of high power talent usually achieves the unusual.

Florsheim Party Is Merry One

Irving Florsheim arrived from the East last weekend in time to host a Saturday night cocktail party and dinner dance at the Racquet Club.

His guests included Dorothy Gray, Elizabeth Gordon, Mrs. Irving Netcher and Mrs. Townsend Netcher (both Irving and T. were called to Chicago immediately upon their arrival due to the death of their step-father), Mr. and Mrs. Charles Farrell, Bill Armstrong and Bill Girard.

Washington Banker
Guest of Potters

Houseguests of Dr. and Mrs. James E. Potter last weekend were Mr. and Mrs. A. G. Startup of Everett, Washington, where Mr. Startup is vice-president of the Everett National Bank.

Saturday night Dr. and Mrs. Potter entertained for their houseguests at the Racquet Club with a table for six completed by Mr. and Mrs. William Radford, also visitors from Washington.

The following evening Mr. and Mrs. Radford entertained for the same group with cocktails at the Tennis Club, dinner at Rudy's and afterward the Tenthouse Theater.

Moonlight Barbecue at Grant Ranch

Mr. and Mrs. Bill Grant were hosts Wednesday night for a moonlight steak barbecue at their new Thunderbird Ranch hacienda. Guests who gathered for sizzling steaks and fireside singing included Mary Gargan (Bill is in NYC doing a television contract), Mr. and Mrs. Travis Rogers, Mary Reinhard, Toni and Johnnie Boyle, Monty Montana, Frank and Jance Bogert, Mr. and Mrs. Jim Malone and Jesse Call.

Arabian Nights Ball Scheduled For February 16

Second annual Arabian Nights Ball will be held at Shadow Mountain Club in Palm Desert on Thursday evening, Feb. 16. The event will be a prelude to the National Date Festival which will open in nearby Indio the following day.

Honor guests will be the 11 lovely girls who are candidates for queen of the Date Festival. The queen will be announced at a luncheon at noon following the ball at Shadow Mountain Club.

In keeping with the theme, guests will be in Oriental costumes. Last year's event brought out much striking raiment and this year's affair is expected to produce even more colorful costumes. Coachella Valley residents wear a similar garb through the entire week of the yearly festival, which is combined with the Riverside county fair.

Many local, county and state dignitaries, who will attend the festival, have already made reservations for the Arabian Nights ball.

Villagers Dine At Palm House

A gay table of Villagers took over at the Palm House Saturday night following cocktail partying at the Vincent Marcos and the Harold Murphys. Vic Sudana held up the show for the slightly belated dinner guests who stayed on after dinner for dancing until festivities opened up at the Malouf's night cap party.

Having fun at the no-host table were Dr. and Mrs. Carl Flandrick, their son, Robert Flandrick, Gueneth Cobb, Graham Dexter, Judge and Mrs. Newell Carns, Mr. and Mrs. Harold Murphy, Juana Warner, Belmont Sanchez, Jayne Hazard, attorney Elmer Brownlee, who is director of the Jesters, and Mrs. Brownlee, Leeland Woods, Maxine Gerhart, Mr. and Mrs. Ben T. Gale, Dr. and Mrs. John Costello, Mr. and Mrs. Walter McManus.

Leo Fields Host At Dinner Party

Among gay and brilliant dinner parties at the Racquet Club Saturday night was that hosted by Leo Fields, who entertained for Mr. and Mrs. Lou Janof and Mr. and Mrs. Jules Janes, both of Washington, D. C. Dr. John Gregory, John Rosselli, Miss Gordon, Mr. and Mrs. Wally Kline of Beverly Hills.

Murphys Leave For Acapulco

Off on Sunday for Acapulco, Mexico, were Mr. and Mrs. Harold Murphy, who have closed their hacienda in Tahquitz Desert Estates until March. They will drive down for a little beachcombing on the luxury front.

From Mexico City

William W. Hodgeman Jr., arrived in the Village Wednesday from a trip to Mexico with the circuit by motor including Acapulco, Mexico City, Taxco and way points. A veteran of many a motor trip to Mexico City he drove by the new road which leaves from Juarez, rather than the more usual route from Laredo; reported less nervous strain from precipitate grades and sharp curves with 1000 foot drop offs via Juarez.

APRICOT

FIREWOOD

**\$25
CORD
Delivered.**

**Palm Springs
Builders Supply
Co.
PH. 2107**

Portrait of the Week

BY BERNARD
OF HOLLYWOOD



Use of all of the glamorous and expressive adjectives in the book and you have a good description of Mrs. Mel Burns—her beauty is on the wholesome more pleasing to come into side which makes it that much contact with. She also has a fourteen-year-old glamour gal Donna who is a good running mate for her mother as they enjoy the same sports activities such as swimming, tennis and golf. . . . this is their first winter season as permanent residents, being from Long Beach where Mr. Burns has a Ford agency. . . . They were impressed most with the informal life that prevails in Palm Springs and of course the sun which they are able to get their share of. . . . It is nice to have such a friendly family attach themselves to our friendly village.

Musical Event For A.A.U.W.

The Tuesday night meeting of the Music Group of the A.A.U.W., held at the Marsden Foundation, was a delightful occasion. William Norman Jupe presented a most enjoyable program of English music. His selections were from Sir Edmund Elgar's "Enigma Variations" and his lovely song cycle "Sea Pieces." The last selection was a tone poem called "The Planets," a brilliant, colorful work by Gustav Holst.

Cocktail Party At Colonial House

Mr. and Mrs. G. F. Tonella of Santa Monica were hosts for a tres gay cocktail party at Colonial House Sunday which was attended by many Villagers and out of town guests. The lavish affair took place in their bungalow, with entertainment by the Palm House orchestra.

The Desert Sun—7

PALM SPRINGS, CALIFORNIA
Tuesday, February 7, 1950

Racquet Club Party Hosted By Johnsons

Mr. and Mrs. H. F. Johnson were hosts Saturday night for a dinner dance at the Racquet Club in honor of their houseguest, Mrs. Bobbie Hunt from Sydney, Australia. Dining and dancing were Mr. and Mrs. J. E. French, Mr. and Mrs. James Kemper, Mr. and Mrs. F. C. Dougherty, Mr. and Mrs. Neil Jamison and Mr. and Mrs. Henry McIntosh, III, of Hobby House, Mentor, Ohio.

Weekend Visitor

In the Village over the weekend was jet pilot Captain Ed Sharpe, U.S. Air Corps, who swooshed in from San Francisco, total flying time 45 minutes. He was stationed at March Field during the war.

HOLLYWOOD'S New Country Club HOTEL

Hollywood's new \$2,000,000 hotel offers ultra-modern conveniences, perfect location, together with advantage of resort atmosphere. A new design for living . . . complete enjoyment . . . round-the-clock activity . . . at a comparable cost of ordinary hotel accommodations!

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Ramon Road at Palm Canyon Dr.

"In the Round"
COMFORTABLY HEATED

Feb. 7 - 12

"The Male Animal"

With an all New York company.

Dickie Moore
Marrian Walters
Gertrude Kinnell
Barnard Hughes



Sunday Matinee
2:30

NEXT WEEK—"YEARS AGO" by RUTH GORDON
For Reservations Phone 5242 or Leading Hotels.
Gen'l. Adm. \$2.50 inc. tax
SUNDAY MATINEE SPECIAL PRICE \$1.25 PLUS TAX



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The New York Fashion Academy
Gold Medal Award for the Fashion Car of the Year

What sterling is to silver, the Fashion Academy of New York is to the world of fashion—the last word! And again for 1950, as for 1949, it has selected the Ford Car to receive its distinguished gold medal award as "Fashion Car of the Year." There is, we believe, no greater proof of the beauty of the '50 Ford. And there's no greater proof of its fine performance than a 10-minute "test drive." Your Ford Dealer will be glad to arrange it.

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The Desert Sun

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Personals 12

ALCOHOLICS ANONYMOUS —
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Box 460, Palm Springs.

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BANDIT GOLD

(A Short Story)
By RICHARD HILL WILKINSON

THE BANK at the Crossroads had
been robbed and the robber
had escaped with \$10,000 in gold.
He was reported headed toward
Bear Creek, and all residents had
been urged to be on the lookout.
The announcement was made by
radio, and old Warren Samuels,
who occupied the only cabin on
Bear Creek, north of Big Pine,
heard and seemed only mildly in-
terested.

Along about 8 o'clock a rap
sounded on the cabin door.
Warren hadn't heard the vis-
itor's approach because it was
raining outside and the wind
was howling. He went to the
door and threw it open.

"Howdy," he said to the man
standing there. "Come in out of
the rain. It's a bad night."

The visitor looked into Warren's
gentle eyes, and then looked be-
yond into the room. He stepped in-
side after a moment and cast a
quick glance about.

"Got a radio, I see?" he said.
"Suppose you listen in to all the
news broadcasts?"

"Nope," Warren replied. "News
don't interest me much. Ridin'
far."

"Stayin' here for the night, if
yuh don't mind?" Put my boss in
your stable already."

The stranger removed his
slicker and hat. Warren put-
tered a sound the stove,
warmed up a pot of coffee and
laid beans on the table. The
stranger sat down facing the
door. His eyes followed War-
ren.

After a while he pushed back
his chair, tapered off a cigarette.
Warren filled his pipe. They talked
leisurely. Outside the storm
howled. Suddenly the stranger
jerked erect.

"Some one's coming!"
Warren stared mildly at the gun
that had leaped into the stranger's
hand. No sign of fear appeared on
his face.

Warren got to his feet and
moved to the door. The stranger
watched him from the table; held
his seat there while the old man
flung open the door and admitted
a man.

Personals 12

FOR SALE—Wild mink cape, al-
most new, for reasonable price.
Phone 9018.

WANTED: Man's suit, size 39 or
40, long. Ph. Indio 8-3014 af-
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REST HOME. Elderly. Table, 'tray
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WILL GIVE private lessons. Bal-
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PAINTER, paperhanger, expert
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EXPECTANT mother, 35, good
health & disposition, wants
employment until June. Capa-
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hour, day, week, month. Li-
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Baby-sitting. Rates. 3784 Calle
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EXPERIENCED WOMAN will do
personal shopping; apparel,
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WIDOW, unencumbered, com-
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Have car. Jarrett. Phone 9087.

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Experienced. Reliable.
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Phone Jane Brown 2838
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NORTHERN CALIFORNIA cow
ranch, 200 head capacity, mod-
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BEAUTIFUL new 2-bedroom on
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Good choice houses, lots, ren-
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Palm Springs Finest, Approx.
5 acres. Zoned for C-1 and R-3
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LOTS 8-9 and 29 of Palm Springs
Estate No. 3, on Palm Can-
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Canyon Drive. Sleeps four. To-
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Redwood, cozily furnished, su-
perb view, close to town. Own-
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Paved street all around the
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moving East has over \$28,000
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\$2,500 Down
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car garage. Tile bath room,
separate stall shower, Venetian
blinds and screened through-
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\$9,500.00 Full Price
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NEW MODEL, 2-bedroom, den,
sleeping porch, sundeck, forced
air furnace. Double garage,
steel windows, copper water
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3-bedroom home, fully fur-
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WELL located lot, No. 7 on Buena
Vista, between Caballeros and
Arquilla, \$2750. Erickson, Box
346, Verdugo City, Calif.

CHECK DAILY for the latest
bargains. Munholland & Co.
office.

NINE-UNIT MOTEL, \$17,500—
\$7500 handles. 706 1st St. ...
Owner, Cathedral City.

UNFINISHED HOUSE
RESERVATION—BARGAIN
Add to or move. Phone 4662.

Real Estate For Sale 35

New Home
WITH
Swim Pool & Tennis Court
Membership and
Television, Too!

Although located only 4 miles
from San Jacinto mountains,
Television is excellent... and
radio programs are clear and
without static from San Diego,
L. A., etc. 1700 sq. ft. inc. gar.
100x140 ft lot.

\$10,950

Outpost Estates

(4 miles East of Palm Canyon
on Ramon Rd.)
Owner, 100 S. La Brea, Los
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226 N. Palm C. Royal Palms
Hotel
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Beautifully furnished home
and income approximately
\$300 month. R 3 lot close in.
Must be sold at give-away
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NW CORNER ROCHELLE RD.
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Lot with a future. 96x119 feet.
Tarmway and speculative pos-
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New—Completely furnished, 6
with kitchens, located near
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PRICE \$75,000

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REAL ESTATE BROKER
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7 UNITS, furnished, 1 1/2 years old
—rents for \$5 & \$6 per night.
\$21,000
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Brand new, attractively fur-
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\$3950
6 Rooms. 3 Bedrooms
3 years old. Leased land
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2-BEDROOM home, furnished.
Excellent condition. Double lot.
View whole valley, \$11,995.
Phone 25932.

Exchanges 36

CENTRAL location equipped for
casting. Background music over
telephone lines with live voice
announcements. Equipment in-
stalled in 20 large markets for
accepting advertising on food
products. Second unit ready for
background music to depart-
ment stores and clubs. Can't
stand Long Beach climate, will
trade for anything in or near
Palm Springs. Musicales Mar-
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Splendidly built large home of
fine address offered in ex-
change for Coachella Valley
income (any condition) or im-
proved. Zoned for income.

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101 N. Palm Canyon. Ph. 3555

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437 N. PALM CANYON
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HAVE 2 good 10-acre lemon
groves at Corona and small
beach house at 31 or part for
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LOT 118 Vista Santa Rosa tract,
\$12,500. Cash or will trade for
house trailer. See any broker
or E. M. Kelley Co., 164 W. Yu-
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LOTS 24 and 25, West Drive and
First Ave., Desert Hot Springs,
for large late model trailer or
car. Scotty Allan, 4156 Elm
Ave., Long Beach. Ph. 403773.

Exchanges 36

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LIST your properties with Alan
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Specializing in trades. Come in
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PHONE 2200

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ern home, reasonable, cash.
Details, Box 168, Desert Sun.

WANT—Palm Springs one or two
good home lots, cash. Write de-
tails Box 168, Desert Sun.

HAVE L. A. Income units. Want
Palm Springs home or income
units. Phone 2957 or CR 5-2222

Rooms For Rent 40

DOWNTOWN PALM CANYON
DRIVE
housekeeping room with pri-
vate bath. \$50 per month.

LEE LUECKE

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RE-DECORATED, clean, nice lin-
en, private entrance, private
bath, good district. Really rea-
sonable. Phone 6921.

CHAUFFEURS, house boys, but-
lers, Single rooms, reasonable.
El Mirador Garage, 1090 N.
Palm Canyon.

ROOM with private entrance and
bath. Very reasonable. Em-
ployed person preferred. Phone
4053.

LARGE and small rooms for rent.
Private entrance. Ph. 7722.

Apartment For Rent 43

LOVELY new furnished single
apts. Panel ray heat, patio.
Linens and utilities included
in very reasonable rental. See
Miss Smith at Ho-Hum Apts.,
962 Dawes St., Cathedral City.

2-ROOM furnished apartment
with garage available Feb. 15.
Twin beds, panel-ray heat.
Servel, \$40 per month. Phone
26431.

CLEAN rooms & small apts. from
\$10 to \$15 week. Laundry & car
space. Across from The Center,
Springs Court, 174 N. Indian.

APT. and hotel rooms with kit-
chens. Panel-ray heat. Reason-
able rates. Children welcome.
336 Paseo El Mirador, Ph. 25682.

FOUR-ROOM furnished apart-
ment, separate bedroom, near
Tennis Club, by week or
month. Phone 25235.

2-ROOM apartment, small pri-
vate patio, walking distance to
Palm Canyon Dr. By week or
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REASONABLE new hotel apt.
All electric. Twin beds. 770
Chuckwalla Rd. Ph. 2-6485.

TALLY-HO APARTMENTS, large
singles, \$50; large double, \$75.
Opposite KCMJ.

We Have With Us Today

There is nothing like a Grade A rodeo to fill up the town. Every body and his grandmother and his dog was in the Village over the big rodeo weekend and you couldn't find a vacancy sign from here to Coachella. A full moon invited visitors out into the desert for steak broils and picnics and everything was sweetness and light from the point of view of hotel owners as well as visitors.

Hotel the Oasis

We have with us today many friends who are re-uniting at this time of the year at Hotel The Oasis:

Mr. and Mrs. George H. Webb, Petaluma, Calif.; Mr. and Mrs. A. S. Eldridge and daughter, Mrs. Wesley Eldridge, Seattle; Mr. and Mrs. Alfred Frank, San Diego.

Among a few of the newcomers to the hotel with the old village atmosphere are:

The Shannons of Pasadena; Joans Gibson, Joan Tierney, and Corinne Gaupel of Los Angeles; Mr. and Mrs. Franklin Wentworth, Redondo Beach with the H. W. Forsters of Philadelphia, Penna.; Mr. and Mrs. Clayton Mammell of Wichita, Kansas, joined by the L. A. Jacksons of Wichita.

Quite the event of the week was a surprise birthday party given Mrs. David B. (Aunt Nettie) Crawford of Parkersburg, West Virginia. Attending the party were some of Mrs. Crawford's closest friends: Mrs. Dick, Mrs. Richmond, Mrs. Thompson, Miss Deising, Mrs. Filson, Mrs. Minahan, Mrs. Mammell, Mrs. Cox, Miss Helen Crawford, Miss Gertrude Hunt, and Mrs. Maude Watkins. All the guests surprised Aunt Nettie by carrying into her room a birthday cake decorated with candles and four wild deuce cards. This decoration was very appropriate, as Mrs. Crawford is lovingly called "Queen of Canasta."

Desert Inn

Square dance caller Ken Keeney and Jack and Al, "The Saddle Pals" deserve a large share of the credit for making the fortnightly Desert Inn Western dinner-dances a success, according to Social Director Helen Williams. Again, on Wednesday evening, Inn guests and Villagers do-si-doed to Ken's calling and the distinctive brand of music put forth by the duo.

The Banning Hoe-Downers, four couples who square dance and love it, again demonstrated a new square.

Recent Los Angeles Blue-bookers to visit the Desert Inn include Mr. and Mrs. Robert Sibert and Miss Peggy Sibert; Mr. and Mrs. R. N. Park, and Mr. and Mrs. J. G. Richardson and children are spending a week at the Inn.

New York Social Registerites Mr. and Mrs. Alfred L. Loomis and William Loomis were among weekend visitors at the Inn.

Vivacious Eleanor Page, society editor on the Chicago Tribune, made the Desert Inn her headquarters while on a whirl of social engagements and news-gathering in Palm Springs.

Mr. and Mrs. Theo. J. Van de Kamp of Los Angeles; Mr. and Mrs. Paul Fussell of Pasadena; and Mrs. and Mrs. Harold B. Starkey, who celebrated a wedding anniversary, were recent guests at the Desert Inn.

Mr. and Mrs. E. J. Bender of Omaha, Nebraska, have registered at the Desert Inn for the remainder of the season. Mr. and Mrs. Ernest Stauffen, Englewood, N. J., will be here for five weeks, and Mr. B. D. Miller, Falmouth, Me., and Mrs. J. J. O'Connor of Jackson Heights, N. Y., are here for a month.

Mr. and Mrs. Richard Ellis of Seattle are spending two weeks at the Desert Inn.

Hotel del Marcos

It's Eastern Week at Hotel del Marcos with guests registered from Philadelphia, Baltimore, New York and points South.

Among new arrivals are Professor Emmy Zweybruk, artist and the country's top authority on the soap screen process of dyeing. With her is Peggy Williams. Both will go to Los Angeles to give the Board of Education a course of sermons in the soap screen method. Dr. William Nunn from the staff of Johns Hopkins in Baltimore is vacationing with his grandmother, Mrs. Dolly Ellsworth. A foursome includes Mr. and Mrs. S. L. Friedman of Philadelphia and Capt. and Mrs. Freeman from Laguna. Also from Phila are Mr. and Mrs. M. Rudolph. Ranking as the Tiffany of the West is Daniel Zell, Portland jeweler who is here with Mrs. Zell and nephew Allan. Mr. and Mrs. John McDonald are making a return visit from Los Angeles. Mr. and Mrs. C. V. Link, Cincinnati, are retired and are spending a lot of time and having a lot of fun traveling around California.

Los Arboles

Returning to Los Arboles from Los Angeles are Mr. and Mrs. Frank Holt. A foursome from Los Angeles are Mr. and Mrs. L. R. Johnson and Dr. and Mrs. Glenn E. Jones. Mr. and Mrs. J. W. McCray and family left Portland in a driving snow storm, arrived for warm sun at Los Arboles. After leaving Portland by plane with the temperature five below, was Miss Carol Hueston, who couldn't believe her five-hour trip could bring such a change. From Los Angeles Roberta Thomas and Barbara Wade were vacationing from teaching school. Mr. and Mrs. Frank Johnson are registered from San Pedro with their young daughter. Mr. and Mrs. David Rothstein have arrived from Los Angeles.

Coronet Lodge

Holidaying at Coronet Lodge are Mr. and Mrs. G. Hale, owners of the Mount Tom hotel in Bishop; Major and Mrs. John J. Wade Jr. and son, U. S. Marine Corps; Mrs. A. J. Hamer and son, Mr. and Mrs. Richard B. Caswell, from Sierra Madre, he a cattle king of the area; Mr. and Mrs. Carl Lagerquik of Minneapolis; Mr. and Mrs. Sid Newman, Los Angeles; Dr. and Mrs. Herman Schollberg, Los Angeles, All-Year Clubbers Mr. Hughes and Mr. Howe; Mr. and Mrs. Neil Pearlston and daughter.

Bonaire Village

Staying at Bonaire is beautiful Gloria De Haven, John Payne's ex; Mack Gordon, composer; play boy Pat De Cicco, David May; Mr. and Mrs. Eddie Silverman and family, Col. Clarence Schoup, Alsea Bay, Mr. and Mrs. Paul Schwegler of Los Angeles, she the granddaughter of one of Los Angeles' early day residents, Jennie March.

Casa del Camino

Back to Casa del Camino for a second season are Mrs. Bess Brill and her mother, Mrs. Robison from Portland, Mrs. Gerda Ahlson has returned after a week's trip for more rest and sunshine before leaving for Chicago. She sails for Sweden in April. Spending ten days are Mr. and Mrs. Axel Johnson of San Mateo and their daughter. From Los Angeles, Mr. and Mrs. Kerling and Mrs. Kerling's mother. Also from Los Angeles are Mr. and Mrs. Nate Sitkoff, who are here for several days.

Flies to Washington

Mrs. Stewart Pickering and her son, Malcolm flew to Washington Sunday to attend the funeral of Mrs. Pickering's mother.



TALKING IT OVER—Belmont Sanchez, left, chairman, and Leland M. Woods, vice-chairman, of Desert Circus Awards committee, view boxes of 14th Annual Circus tickets now on sale.

Where to Go---What to See

Today, February 7:

SOROPTIMISTS, 12:15 p.m., Chi Chi, weekly luncheon meeting for members and guests.
AMERICAN LEGION, 8 p.m., Wars Memorial building.
BASKETBALL, 8:30 p.m., county league; Palm Springs Athletic club—Palm Springs Doll House five vs. Indio town team.
DESERT MUSEUM, 8 p.m., films: "The Gift of Ssai Lun—Paper," "Sightseeing at Home," "Principles of Electricity," "Borax—from Desert to Farm," and "Norsean Worlds."
TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

Wednesday, February 8:

ROTARY CLUB, 12 noon, Chi Chi, weekly luncheon meeting for members and guests.
BASKETBALL, 7:15 p.m., high school gym, city league; Rudy's Gardeners vs. Globetrotters; 8:30 p.m., Rockets vs. Desert Hot Springs.
DESERT MUSEUM, 8 p.m., Town Hall in Cathedral City. Director Lloyd Mason Smith with colored slides, "The Petrified Forest of Arizona."
TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

Friday, February 10:

SQUARE DANCING, 8 p.m., Palm Springs Athletic club.
DESERT MUSEUM, 8 p.m., Anthropology series; Films: "N'Giri, Glory of the Pharaohs," "People Who Live by the Sea," and (in color), "Africa Tribes."
TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

Saturday, February 11:

DESERT MUSEUM, 9 a.m. to 6 p.m., Hike to Lost Palms from Cottonwood Springs, about seven miles easy trail walking, some 100 miles driving round-trip. Bring lunch and water.
DESERT MUSEUM, 8 p.m., Guest lecture, H. R. Pemberton, Los Angeles, with amazing new color movies on "Pacific Marine Mammals."
TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

Sunday, February 12, Abraham Lincoln's birthday:

CHAMPIONSHIP TENNIS, 1 p.m., The Tennis Club.
BASEBALL, 2 p.m., Polo Grounds; Palm Springs Dodgers vs. Banning town team.
TENTHOUSE THEATRE, 2:30 p.m. and 8:30 p.m., The Male Animal.

Monday, February 13:

AMVETS, 8 p.m., Desert Bird and Flower group meeting; Films: "What Bird is That?" "I Made a Victory Garden," and "Wild Fowl in Slow Motion." Illustrated talk by Cecilia Foulkes of Mecca, "Bringing the Desert Into Your Home."
COUNTY LEAGUE BASKETBALL, 8:30 p.m., Palm Springs Athletic club, Doll House five vs. Perris town team.

Adult Evening

Class Exhibits

Sample of Work

The first visible results of the Adult Education project in the Design and Making of Hand-Hooked Rugs are now on view in the window of 398 North Palm Canyon drive. Four rugs made by adult pupils in the classes are displayed, as well as several of the prize winning hooked rugs made by the teacher of this group, Jessie Turner Dering. Two rugs are by John W. Greb, one of which is his first attempt at this work; it is called "South West Symbols." The second is an adaptation of a Navajo Sand Painting. Both designs are originals by Mrs. Dering. Another "Pupil's First" is a lovely small rug by Corinne Good-Bar, being her own original pattern. The rug by Royale Ross, is also a "Pupil's First," and shows the "Persian Fan" pattern in a threshold rug, another original design by the teacher. Interest in these classes has been mounting steadily since they started last fall.

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For Private Parties

References Furnished

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Special Announcement!

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RKO

Comedy Star

Opens for Limited Engagement

TOMORROW NITE

WEDNESDAY — FEB. 8th

Starred as the Beetle in the film "Without Reservations." This comedienne with her comedy songs and skits has won her way into the hearts of patrons in America's leading hotels and night clubs.

Don't Miss Seeing TRIOLA!

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TERRIFIC NEW DANCE ROUTINES

Remember

The accent is on Food!

THE FINEST DINNERS IN TOWN.

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Hotel and 2 or 3 room Apartments

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Complete Hotel Service.

Hotel rooms are spacious sleeping-sitting rooms.

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